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Millennials rule? Big potential for innovation from within

Every week, it seems, we receive an email, phone call, press release, courier pack, text or other missive from an entrepreneur who has developed a new beverage brand or portfolio extension. Such folk, enthusiastic and talented, almost always have one thing in common: they are aged under 35. Many, indeed, are only in the early to mid-20s, a whole lifetime of creativity ahead of them.

Despite the truly mind-blowing category breadth of our sector in the 21st century, their creations are often genuinely innovative, sometimes edging into territory unimagined a decade back. Occasionally, as we observed in an early comment, there’s a fresh take on a more traditional drink, improved by the availability of new techniques, equipment, flavour opportunities and healthier imperatives.

While the industry might perceive some of these newbies as akin to gadflies, they are – as we’ve also observed in the past – a key contributor to keeping the sector relevant, dynamic and trend-setting.

The start-ups are increasingly recognised as credible and low-risk growth platforms by investors, including the so-called legacy companies. This is all for the good but perhaps even more significant is the growing acceptance in soft drinks production – and FMCG more widely – that millennials should be nurtured within legacy operators. Their energy and fresh perspective can best be harvested in an environment of acceptance and a willingness by all involved to learn and share.

That can take some fairly deep rethinking of corporate cultures to achieve. It’s probably likely to take a while to gain sustainable momentum.

While many companies have praiseworthy intern and management cadet schemes which eventually feed achievers into middle and later senior management, that pathway has traditionally been within long-established structures.

The innovator has always been encouraged but with a certain degree of caution. Stepping outside the square has had its risks. Now companies are looking more to the millennial staffer with great ideas can be aligned with R&D researchers, marketing specialists, brand managers, nutritionists and others to deliver new or improved product within increasingly flexible boundaries.

After all, virtually every soft drink manufacturer established in the 20th century or earlier has come to accept, willingly or otherwise at first, the massive IT changes of the past 30 years, many of them driven by millennials.

Advertising campaigns, too, are substantially the work of millennials these days although the experienced older creative still has a vital role to play.

So why not accept millennial input to product development? Better, surely, to harvest that ‘gadfly’ energy, possibly instilling an intangible renewal of corporate life as well as achieving more discernible deliverables, than to see the creatives head off to do their own thing elsewhere?

And with millennials more disposed to viewing their skills as portable in their search for new experiences, it’s also vital to lay the foundations for their possible return later, bringing deeper knowledge, different perspectives and hopefully renewed energy.

– Kelvin King
YUZU JUICE


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**Danish innovation campus**

GLOBAL bioscience company Chr. Hansen (www.chr-hansen.com) has entered into a cooperation agreement with PensionDansmark on a significant expansion of its main office campus and research and development facilities in Hoersholm, north of Copenhagen.

The project includes the establishment of a modern innovation campus with laboratories for an additional 250 scientists. The aim is to create future-proof facilities for research and development.

In addition to the labs, a major new application centre will be established where Chr. Hansen, together with customers from around the world, can test and tailor-make new and innovative products in a realistic production environment.

“This is truly an exciting project for Chr. Hansen, which has been growing steadily around the world, can test and tailor-make new and innovative products in a realistic production environment. “With this investment we will ensure room for growth and innovation gearing ourselves for the future, which looks promising for a company that offers natural and sustainable solutions to some of world’s most important challenges such as reducing food waste, feeding a growing world population and reducing the use of chemicals. “A modern, flexible workplace with state-of-the-art labs in inspiring surroundings will help attract the talents we need to stay at the forefront and proceed on the sustainability journey. Moreover, it will contribute to strengthening our long-term position as a leading bioscience company.”

Chr. Hansen moved to the location in Hoersholm in 1988 after more than 90 years at a downtown Copenhagen address. The company was established in 1874.

**Firmenich stake in Robertet**

Firmenich (www.firmenich.com) has reached an agreement with First Eagle Investment Management to acquire the stake held by its advisory clients in Robertet (www.robertet.com), representing approximately 17% of the share capital.

“Firmenich has the greatest respect for Robertet, with its family values, long term vision of the industry and leading capabilities in natural ingredients,” said Patrick Firmenich, chairman of Firmenich.

“As a long-term oriented shareholder, this investment reflects Firmenich’s commitment to best support Robertet’s continued growth.”

Gilbert Ghosn, chief executive of Firmenich, said that “with its strong naturals portfolio in perfumery, flavours and ingredients, Robertet is well positioned to benefit from consumers’ continued demand for authentic natural products.

“This investment is fully in line with our vision for sustainable and natural solutions.”

Firmenich has indicated it is prepared to be a passive long-term shareholder of Robertet alongside the Maubert family. However, it is also open to having friendly discussions for a larger participation or establishing a broader collaboration to support the long-term success of the company.

And should it be invited to do so, Firmenich may also consider taking a controlling interest in Robertet.

**Connecting with local retailers**

**BOOST Drinks** (www.boostdrinks.com) has set out on an innovative road trip to underline its ‘We Love Local’ strategy.

A prominently branded van will take Boost Drinks staff on a lengthy itinerary, primarily visiting independent and regional retailers.

They will be handing out free branded products to trade customers and running a quiz with the chance to win free stock.

The road trip will end with a gala night in Lonning.

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**Robots deliver drinks**

COCA-COLA European Partners (www.ccep.com) is piloting robotic technology at Alton Towers Resort (www.altontowers.com), the UK’s biggest theme park, to help deliver beverages to customers, as part of its Ventures innovation investment fund.

CCEP Ventures is working with autonomous driving experts TeleRetail (www.teleretail.com) to test the technology in a unique, high-traffic location.

During this trial, the robot will collect products from the Alton Towers distribution centre and deliver them to drinks outlets across the park, using artificial intelligence to manoeuvre around the thousands of visitors during the peak summer season.

The robot travels at 3mph and distances of up to 50km. It is equipped with GPS technology, sight, sound and motion sensors to safely navigate around people and objects. It also uses laser sensors to judge the distance to potential obstacles, enabling it to stop safely and avoid collisions.

This technology was developed by TeleRetail to help fulfil the rapidly growing need for effective logistics solutions. In the future, the software could be used on different sized vehicles to solve a range of delivery problems. If successful, the trial could change the way CCEP delivers products to its customers and transform the experience of Alton Towers’ consumers.

It is one of three pilots taking place in industrial, retail and pedestrian environments – to capture data and improve the quality of the software.

“We are seeking out leading-edge technology start-ups and helping them to grow through access to expertise and the opportunity to test and refine their innovative solutions,” said Leendert Den Hollander, CCEP’s VP and GM.
Thumbs down for Parthenon bottle

LOCALS and tourists alike loved the graphics of the classy souvenir bottles produced by Coca-Cola Hellas //coca-colahellenic.com depicting the Parthenon and other well-known landmarks in Greece.

The initiative was primarily to support tourism in Greece. As we have reported, the use of upmarket promotional bottles for tourism marketing is on the climb in many parts of the world.

In Greece, however, several soft drinks sector competitors complained to government regulatory authorities, saying that Coca-Cola Hellas had not sought permission from the Ministry of Culture and Sports.

A law which came into effect in early July makes it mandatory to seek such prior permission for the representation of publicly owned monuments.

While Coca-Cola Hellas argued its competitors were on a sour grapes campaign to stop Coke gaining a commercial advantage, the regulatory authorities found the new law had indeed been infringed and required withdrawal of the bottles along with all advertising and other promotional material.

There is little precedent to date, but it seems the ministry will need a lot of convincing in the future to allow public landmarks to be used on soft drinks bottles and support campaigns.

COMEPE joins Sidel family

SIDEL www.sidel.com has acquired Cognac Emballages Plastiques (COMEPE), a French producer and designer of moulds for PET.

“We are confident that Sidel’s and COMEPE’s complementary expertise will bring us more commercial opportunities while offering customers an optimal choice of partners, who are able to make their requirements a reality,” said Pavel Shevchuk, EVP services for Sidel.

COMEPE www.sa-comep.com was created in 1998 to focus on the design and manufacturing of moulds for PET bottles. Based in Salles-d’Angles, France, it produces over 4000 moulds per year for customers around the world. They were among first movers in low blowing pressure technologies.

COMEPE and Sidel will remain set on their current focuses with a strong, adapted go-to-market strategy to leverage their respective capabilities, while offering a full set of packaging services to companies bottling their products in PET.

“We are confident that each company’s expertise will prove key in meeting the growing need for complete packaging solutions this industry is showing. We, in turn, are joining a leading global player in the packaging design and manufacturing industry,” said COMEPE’s chief executive, Christophe Amarant.

COMEPE will represent a separate channel to market for moulds and tooling. This means that COMEPE and Sidel will take distinct commercial approaches while sharing best practices and capitalising on efficiencies whenever possible.

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Today’s adventurous consumers demand more from their coffee than a mere energy boost. Formulate with functional ingredients to deliver the holistic health solution they are looking for. Tune into Craft® Inulin, prebiotic chicory root fibres that promote digestive well-being by nourishing your gut microbiome. They are in fact the “root” to a healthier and more balanced diet and many exiting new products thanks to their good solubility, pleasant taste and ease-of-use.
Info + education platform

Fi Europe & Ni www.figlobal.com/fieurope is not only among the most important trade shows for food and beverage ingredients, say its organisers, it’s also the largest industry platform for information and education.

The Future of Nutrition Summit will offer the opportunity to network, engage in debate and be inspired by pioneers from within and beyond the F&B industry on December 2. During the exhibition, the Fi Conference agenda provides a top-class programme exploring cutting-edge innovations and the most current industry solutions.

“Visitors have high expectations of a trade show and would like to use their limited time on site as efficiently as possible – to meet customers and partners, but also to educate and update themselves,” said Julien Bonvallet, Fi Global brand director.

“That’s why we are delivering a top-tier programme with highly renowned experts. Increasing numbers of participants from year to year prove that we are on the right track.”

The Future of Nutrition Summit will be held at the Novotel Roissy, the day before the show opens.

The main focus will be on developments that will shape the industry during the next five years and beyond. After Open Innovation: Reshaping the Food Systems of Tomorrow, the afternoon will offer attendees the choice between a stream on sustainable food systems and one providing insights into new food technologies.

Speakers will include Albert Meige, chief executive of the open innovation platform Presans on ‘Get Ready to Sail The Winds of Disruption’; Professor Dr Alexandre Mathys, sustainable food processing, ETH Zurich on ‘In Search of a Circular Economy: Novel Protein Sources to Tackle Food System Challenges’; and Udi Lazimy, global sourcing and sustainability director, JUST: ‘Food Innovation Begins with Breakfast’.

The Fi Conference is dedicated to tackling current challenges and identifying immediate opportunities for the F&B industry. In the Discovery Theatre on the exhibition floor, there will be keynote presentations, lectures and discussions on clean label, plant-based ingredients, healthy and functional ingredients, as well as reduction and reformulation, are on the agenda.

CCHBC buys Lurisia

COCA-COLA HBC //coca-colahellenic.com is buying Italian natural mineral water and adult sparkling beverages producer Acque Minerali S.r.L. www.lurisia.it which is known both as Acque Minerali and Lurisia.

As part of the transaction, Piero Bagnasco, chief executive of Lurisia, and Alessandro Invernizzi will remain on the board of directors of Acque Minerali. Both are representatives of two of the selling shareholders.

Founded in 1940 in Roccaforte Mondovì, Northwest Italy, Acque Minerali is a producer and distributor of premium, natural mineral water and adult sparkling beverages under the Lurisia brand.

In the water category, the company offers still and sparkling water in PET and glass packaging, sourced from springs 1400 meters above sea level in Monte Pigna. The company has been a pioneer in offering water products in bell-shaped glass bottles, designed by the Italian architecture and design studio Sottsass Associati.

In the adult sparkling segment, Lurisia offers beverages inspired by authentic Italian recipes, based on ingredients sourced within the country.

Flavours include Chinotto, Gazzosa, Aranciata Rossa, Aranciata Amara, Limonata and Tonica.

At the same time, four master classes will concentrate on dairy, beverages, bread & bakery, and confectionery & snacks.


C Interket UK disaster recovery to the max

WHALEY Bridge-based label manufacturer Interket UK www.interket.co.uk has received accolades from customers following their successful deployment of a disaster recovery protocol.

Like many other plants operating in the print packaging industry Interket had a disaster recovery procedure which has rarely been tested. However, dramatic events tested their preparations to the maximum.

As was outlined in British and international news reports, Toddbrook Reservoir sits above the town of Whaley Bridge and holds 300 million gallons of water. With two weeks’ worth of rain falling in one day the evacuation alarm was raised by the Environment Agency and resulted in over 1500 homes and businesses being emptied with little notice.

The Interket management team had the unenviable task of ensuring their staff were safe and customers and suppliers informed.

UK sales and operations director Tim Patsson headed up the deployment of the contingency plan along with the designated team, some of whom are local residents so were affected both professionally and personally.

“This unprecedented event tested our staff and the wider community. Our immediate priority was to follow the instructions of the Environment Agency and evacuate the buildings whilst at the same time ensuring we instigated our 3 stage contingency plan,” noted Pattsson.

“Thankfully the potential disaster was avoided due to the hard work of the RAF; Environment Agency and emergency services who were outstanding.

“From a business perspective I am very pleased with the way our business continuity procedure was deployed. We opened several channels of communication including dedicated groups on social media channels to ensure our stakeholders were updated every step of the way.

“We were overwhelmed with the community support from both our local and industry networks.”
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sidel.com/evofillglass
Africa

NPD labs facility in Lagos

Symrise www.symrise.com has set up its own application labs in Nigeria. The facility opened in Lagos in September.

“This will strengthen our presence and underpin our growth goals in the region,” said Rudy McLean, managing director at Symrise South Africa, building on the current sales office in Nigeria.

In the labs, local Symrise personnel will work on flavours for various application areas, in particular for beverages, sweet applications and savoury foods, as well as fragrances and cosmetic ingredients. The company wants to meet the preferences of regional customers as closely as possible with this local expansion.

“With these application labs, we can create products in the market for the market,” noted McLean. “We can deepen our understanding of the preferences and needs of local people and – where possible – use local raw materials.” Specialist lab staff have been employed to lead the work.

Symrise already has a good appreciation of Nigerian needs, having been active in the country and region for more than 30 years.

“With this new investment, we are enhancing our local footprint and intensifying our long-term commitment to Nigeria and the region,” said McLean.

Classrooms built thanks to Maltina

Nigerian Breweries’ non-alcoholic malt drink Maltna is delivering tangible benefits to the country’s educational system thanks partly to the hugely successful Maltina Teacher of the Year initiative www.maltina-nigeria.com/maltina-teacher-of-the-year.html

Just a few days before entries closed for the fifth edition (which we’ll report on in our next issue) the company inaugurated school facilities associated with Maltina Teacher of the Year.

The company says it is committed to using the Felix Ohiwerei Educational Trust Fund to develop and raise the standard of education across the country. Felix Ohiwerei was a former chairman and chief executive of Nigerian Breweries as well as chairing other companies such as Unilever Nigeria.

The commitment was reiterated by Jordi Borrut Bel, the managing director/chief executive, at the inauguration of a block of classrooms, library and conveniences at Government Day Secondary School, Karu, Abuja in honour of the 2018 Maltina Teachers of the Year winner.

The company says that the fund has enabled it impact some 35,000 students across the country, building over 400 classrooms and about 35 libraries equipped with furniture and books in both primary and secondary schools across 74 communities in Nigeria. The company said that the fund has also renovated and donated facilities and equipment to tertiary institutions as well as granting scholarships.

Billion dollar investment

The Coca-Cola Company www.coca-cola.com plans to inject a further US$1 billion into its Southern and East Africa regional operations over the next three years, according to Bruno Pietracci, president of the group’s south and east Africa business unit.

Speaking at the World Economic Forum on Africa conference in Cape Town, Pietracci pointed out the region was already one of the top 10 areas for Coca-Cola in terms of both sales volume and profit.

Some countries in the region had double digit growth but others were developing more slowly.

But there was still “great potential” for further growth, he said TCCC believes Africa will be “a very important growth engine” in the next 5-10 years, both for sparkling and clear drinks.

Pietracci said the $1bn investment would be spent on the introduction of new products, the expansion of capacity, new trucks, on innovations and to support the group’s brands.

He hoped that renewed co-operation between the public and private sectors in the region, which he believed would be essential for African countries to grow in the future, would come from the WEF event.

He cited as an example of a successful private and public sector partnership Coca-Cola’s Petco recycling programme of plastic beverage bottles that was started in South Africa in 2004.

The programme had also been introduced to Kenya and was in the process of being rolled out in Tanzania and Ethiopia.

RTD iced tea fortunes wane

South Africa’s BMI Research www.bmi.co.za which issues definitive updates on the status of beverage categories in the country recently produced a report which confirms the RTD iced tea category is continuing to decline in sales volume.

While value grew in 2018 this was largely attributed to an increase in the average industry selling price, at a higher rate than the headline inflation rate for the year.

Top end retail held the lion’s share of the category volume accounting for 44.6% of the total volume in 2018.

Although this channel did not increase in volume in 2018, this sector is also known for its aggressive promotional campaigns and marketing strategies that naturally drive sales, reinforcing the dominant position for the sector. All outlets declined in volume in 2018, with bottom end retail showing the highest drop compared to the previous year.

RTD iced tea is losing share to other non-alcoholic beverages that are cheaper and offer better value for money.

“Considering that players in the beverage industry have invented re-sealable cans to cater for future consumption, will players in the RTD iced tea category launch their products in these cans in future or will PET continue to dominate the category?” commented Cleide Tinga, a research analyst at BMI’s Research.

“It is also interesting to note that the local market for RTD iced tea is on a spiral decline whereas the global market is growing in volume. The category is declining despite innovation including shifts into rooibos and green tea.

“Has RTD iced tea reached its maturity phase in the product life cycle or will launching further new products make up for the volume lost over the past few quarters?”
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Support for vanilla farmers

SYMRISE www.symrise.com has been working on the best cultivation conditions for vanilla in specifically designed fields in northern Madagascar. The results should help increase yields and ensure consistent premium quality.

For many years, Symrise has worked directly with vanilla farmers in northeastern Madagascar. The aim is to safely source natural high-quality vanilla, providing full traceability of the vanilla beans and their related flavours.

The ingredients company currently works with around 7000 smallholder farmers in 90 villages. “Thanks to our close cooperation with farmers and our permanent presence, we understand the working and living conditions of local farmers in detail,” said Alain Bourdon, country director at Symrise Madagascar:

“We want to sustainably improve their living conditions and consider this an integral part of our approach to supporting farmers and their families. We want them to become more resilient and have already achieved encouraging results with the work we have been doing in the field.

“Now we have started another chapter, which aims to better understand the vanilla plants our partner farmers work with and the conditions under which the precious plant grows best.”

Bashew’s sponsors
Joe Barber revival

THE Bashew’s heritage CSD brand in the extensive portfolio produced and marketed by Chill Beverages International www.chill-bev.co.za/bashews is supporting the revival in late November of another South African heritage icon, the Joe Barber comedy show.

Celebrating the 20th anniversary of this popular comedy series with three shows in Cape Town, Bashew’s is stepping into its party shoes with beloved characters Boeta Joe and Boeta Gammie.

After a five year hiatus, Joe Barber www.joebarber.co.za is pulling out all the stops with a brand new show delving into barbershop antics and a special guest appearance by Shaleen Surtie-Richards.

Chillbev points out that for many Capetonians, Bashew’s represents fun-filled childhood parties, picnics, weddings and special times with friends and family.

“There is no better way to honour the cultural heritage locked up in this much loved soft drink brand than with the Cape comedy phenomenon, Joe Barber. Guests can expect a Bashew’s welcome drink on arrival.”

Produced since 1899, as its marketing material proudly highlights, Bashew’s has built a promotional back story of keeping largely to its early family recipes and also maintaining the strategy of offering quality drinks at an affordable price.

Chillbev currently offer eight flavours in the Bashew’s range.

Bourdon pointed out that Symrise’s year-round presence on the island and the close collaboration between company experts and local communities is a key success factor in this.

The vanilla fields lie close to the Symrise factory in Benavony. As part of the project, researchers combine different growth environments for vanilla. These cover a wide range of different agroforestry systems.

Others incorporate a shady greenhouse area with meticulously controlled parameters like temperature, light and humidity.

At the beginning of the research project in 2018, Symrise first focused on the conditions that allow vanilla seedlings to grow healthily. The employees then looked for the best possible conditions in the soil structure with regard to nutrients, permeability and ventilation.

At the end of last year, the plants completed their first stage of growth, which allowed Symrise to begin their phenotyping: the quantitative analysis and measurement of their appearance.

In the next step, they reported the ideal conditions for the growth of the flowers, such as the amount of water applied, temperature regulation and the trimming of plants to stimulate their flowering.

Breakfast nutrition programme

PIONEER Foods www.pioneerfoods.co.za has extended its schools breakfast nutrition programme into South Africa’s Gauteng region, working in cooperation with the country’s Department of Basic Education.

The Pioneer Foods group is a major player in soft drinks throughout South Africa and further afield on the continent. Brands include Ceres, LiquiFruit, Fruittree, Lipton, Wild Island, Dalys and Caribbean.

Expansion of the flagship nutrition programme sees it now providing more than 34,000 primary school children across South Africa with a nutritious breakfast every weekday morning.

The programme started in 2015 and in addition to Gauteng is active in 35 primary schools across Limpopo, KwaZulu-Natal, Northwest Province, Free State, Northern Cape and the Western Cape.

“As a leading food and beverage company in South Africa, we believe it is our responsibility to focus our social investment in those areas where it has the biggest impact in alleviating the hunger of our country’s children, on a sustainable basis,” said Pioneer’s chief executive, Tertius Carstens, speaking at Winnie Mandela Primary School in Tembisa for the Gauteng launch.

This programme complements the Department of Basic Education’s National School Nutrition Programme which currently provides meals to more than 9.2 million learners across Quintile 1, 2 and 3 schools.

Delivering the keynote address at the launch, Dr Regina Mhaule, South Africa’s deputy minister of basic education, said: “The National School Nutrition Programme exists to advance our learners’ wellbeing. It is not a standalone programme but part of our Care and Support for Teaching and Learning package, a holistic approach which seeks to address all multiple barriers to learning.”

The deputy minister highlighted the importance of strong public-private partnerships such as this one with Pioneer Foods.

“It is undoubted that indeed as Nelson Mandela said, education is the engine of development. As such, it is pertinent that South African corporates continue to show their faith in the next generation by giving of their time, resources, skills and knowledge to help improve the lives of learners through their generous donations.

“The Pioneer Foods In-School Breakfast Programme will thus play a critical role in meeting our learner performance targets in the annual assessment and performance of learners as a whole.”
Innovation challenge winners

START-UPS ShopIt, Exportunity and Wakulima from South Africa, Benin and Tanzania respectively are the winners of the Nestlé Research and Development Sub-Saharan innovation challenge.

Selected from among a highly competitive group of 174 submissions received from 27 different countries across Africa, these start-ups projects were judged by a panel of Nestlé www.nestle-cwa.com executives as the most promising.

In addition, the initiative Mafani led by two students from University Gaston Berger of Saint Louis (Senegal) was selected as the winner of university category of the challenge and will receive CHF 10,000 in prize money.

The three start-ups winners have been awarded a four month residency in the new Nestlé R&D Accelerator for Sub-Saharan Africa, located at the Nestlé R&D Center in Abidjan, Côte d'Ivoire.

During their stay, they will have the opportunity to tap into Nestlé’ R&D’s expertise, as well as have access to state-of-the-art infrastructure such as hot desks, labs, kitchens and pilot testing equipment to further advance and potentially commercialise their ideas.

Joëlle Abega-Oyouomi, head of the Nestlé R&D Center in Abidjan, commented that “the Sub-Saharan African innovation ecosystem is filled with creative energy and strong entrepreneurial minds. However, there is not enough infrastructure to test and validate new ideas therefore limiting access to a wider market.

“Nestlé’s R&D science and technology expertise will contribute by providing a platform to deliver innovations adapted to African consumers’ needs and preferences.”

In May this year, Nestlé launched the R&D innovation challenge in Sub-Saharan Africa as part of its efforts to stimulate innovative solutions across four areas: affordable nutrition, environmentally friendly packing solutions, sustainable cocoa plantlets, and new routes to markets.

It has set a particular focus on universities and start-ups in Côte d’Ivoire, Ghana, Kenya, Nigeria, Senegal and South Africa.
## Middle East

### Saudi Arabia hosting Monin Cup

FOR the first time the Kingdom of Saudi Arabia is hosting the Monin Cup, a joint enterprise between Bidfood KSA and Georges Monin SAS France.

The competition will be held under the theme ‘Mix your Origins’.

The entry requirements say that each candidate can seek inspiration from the best of local and natural ingredients or from Saudi culture and cuisine.

Entrants must be 35 years old or younger and should have at least two years of professional work experience as a beverage mixologist, bartender, barista or a student at a culinary centre. They need to submit two recipes for a non-alcoholic beverage using Monin products – one hot and one cold drink.

Monin, whose gourmet flavoured syrups, fruit mixes, sauces and frappés sell worldwide, has organised cup events like this in many countries. More than 10,000 entrants have participated over the years.

The final of the Saudi Arabia event will be held in Riyadh on December 5, following a series of semi-finals at Bidfood culinary studios in Jeddah, Al Khobar and Riyadh.

“Saudi’s Monin Cup provides an opportunity to beverage specialists to live out the passion they have for their profession, push their creative boundaries, and demonstrate their competencies and skills to the fast-growing food and beverage industry in Saudi Arabia,” said Hamza El Shaer, marketing manager for Bidfood KSA.

“The competition also aims to encourage and promote high standards, professionalism and expertise in the industry.”

### Foodex Saudi builds world status

SINGAPORE, India, China and Uzbekistan are making their debut as official country participants in Foodex Saudi 2019.

The kingdom’s largest international food and beverage exhibition, it will be held at the Jeddah Center for Forums and Events from November 11-14.

Organisers note that buyers will be witnessing an exciting competition between local, regional and international corporations to provide the latest innovations in the food industry, amid the keenness of a large number of investors in the world to be in the Saudi market.

The organising committee has been extremely active in attracting both exhibitors and buyers, including an innovative and well-received social media marketing programme.

Mohammed Talaat, director of Foodex Saudi, said he expected this year’s event would exceed more than 600 brands from 50 countries.

Roa Alhazmi, member of the organising committee and director of public relations at Sunaidi Expo & Conferences, pointed out the great expansion of the Foodex exhibition since its first edition seven years ago.

She said the exhibition had contributed to the consolidation of the status of the Saudi food and beverage market as one of the largest and most promising in the world.

Complementing the exhibition will be a major international chefs’ competition held under the auspices of the World Association of Chefs Societies and the Saudi Chefs' Table.

### Mai Dubai going 100% solar

BOTTLED water producer Mai Dubai celebrated its fifth anniversary with the announcement that all of its operations would be converted to solar energy by the end of the year.

Alexander van’t Riet, Mai Dubai’s chief executive, said this would cover bottle manufacture, filling, packing, storage, dispatch and offices.

The company has been building up its emphasis on solar power gradually, reaching the 75% mark by mid-year.

Mai Dubai has become a major player in the massive UAE bottled water market and now also supplies to several other markets.

The bottler is owned by the state-run Dubai Electricity and Water Authority, established in line with the authority’s strategy to diversify revenue streams.
Future-proofing staff succession

AGTHIA Group www.agthia.com held a graduation ceremony in September for 29 employees completing flagship courses under the Agthia TATWEER leadership development programme.

The Abu Dhabi-based food and beverage giant, whose interests extend to specialist livestock feed, is one of the biggest soft drinks suppliers in the UAE and elsewhere in the Middle East, as well as having beverage interests elsewhere.

Its water portfolio features the Al Ain, Al Bayan, Alpin Natural Spring Water, Delta and Bambini brands. Other beverage brands include Al Ain Fresh juices and Capri Sun.

In the recent ceremony, 19 employees graduated from the Advanced Career Enhancement Programme (known as ACEP) after completing 10 training modules over the last two years while a further 10 employees graduated the National Talent Integration Programme (NTIP) after passing eight modules over a period of seven months.

“Developing Emirati talent in Agthia and driving meaningful Emiratization, as directed by our leadership, has been critical to our growth and success, and has always been something we take very seriously,” said Tariq Ahmed Al Wahedi, Agthia Group’s chief executive.

“We have made sure our employees have access to world-class training to be ready to lead the company today and in the future.”

Mubarak Al Mansoori, chief human capital and corporate services officer at Agthia Group, explained that “our training and development programmes have all been carefully designed to be impactful, insightful and above all, truly educational.

“TATWEER programme has been critical to our long-term succession planning to ensure we always have the right people, the right skillsets and the right strategy to operate what has become one the region’s most productive, innovative and successful F&B groups.”

Prior to joining the ACEP, employees had to complete a career enhancement programme, an in-house developed training suite designed exclusively for Emirati employees to prepare them for senior leadership positions in the company. ACEP is more advanced and courses address innovation, strategy, business simulation and other strategic subjects that contribute to employees’ overall leadership capabilities and skills.

NTIP, on the other hand, has been designed to facilitate the integration of national talents into Agthia’s corporate culture by providing them with skills, capabilities and knowhow to excel in their future careers.

Investment boost for Dina Farms

EGYPT’S Dina Farms www.dinafarms.com is to invest over US$22 million in expanding its dairy operations and associated activities over the next three years.

The producer is well known in Egypt for its large range of flavoured milks as well as other dairy beverages.

The investment is part of the company’s new phase of aggressive growth and restructuring that has seen the company double its milk production capacity.

“The new investments will be pumped into dairy production operations, increase the planted areas and to execute solar plants in order to use clean energy in our farms,” said Ahmed Hiekal, chairman of Dina Farms parent company, the publicly listed Qalaa Holdings.

As with many other dairy producers in the MENA region, Dina Farms is keen to improve its dairy herds.

Some of the investment funds will be directed to Dina Farms’ other agricultural activities.

Innovation specialists form partnership

ISRAEL’S food and beverage innovation and product development company Practical Innovation www.practicalinnovation.co.il has formed a partnership with Cascadia Managing Brands.

New Jersey-based Cascadia www.cascadiafoodbev.com and its partners have been involved with the development and launch of several successful beverage brands in North and South America, Asia and the Middle East.

“There are people who are ‘dreamers’ and there are those who are ‘doers’;” said Tal Leizer, chief executive at Practical Innovation.

“We are a bit of each, and a little more... every single day we invent original ideas which change the game for entire categories, forms of consumption, experiences or innovative methods for consumers and companies and that is why we like Cascadia managing partner Bill Sipper said Practical Innovation “think about as far out of the box as anyone I have seen in the industry and put forth very unique products that consumers like”.

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Herd improvement a key goal

DUBAI-BASED Marmum www.marmum.ae, one of the UAE’s big dairy and juice producers, has signed contracts worth AED 27 million with two feed producers as part of its strategy to improve milk production and minimise environmental impact of its dairy herd.

The deals were signed at the first-ever Euro Tier Middle East, held in Abu Dhabi in September.

“As a local, home-grown brand we are committed to creating high volumes of good quality fresh milk and other milk products, to contribute to the demands of the nation,” said Sultan Al Jaberi, Marmum’s managing director.

“The population is increasing and we are an environmentally conscious brand that recognises the need for sustainable farming to meet the continuity of food supplies at a national level. Our large scale investments in acquiring livestock feed from national producers is an extended validation of this commitment.”

EuroTier is one of the world’s leading trade fairs for animal production, providing a comprehensive overview of technology and service innovations in the animal husbandry industry.

Marmum was host sponsor for the inaugural Middle East edition.

The feed contracts were signed by Marmum with the National Feed and Flour Production and Marketing Company and Agrithia Group, parent company of the Agrivita feed brand.

Pilot plant to reduce OJ sugars

ISRAELI start-up Better Juice is teaming with Brazil’s Citrosuco www.citrosuco.com.br to establish a pilot plant for reduction of sugars in orange juice.

Citrosuco is providing some of the funding in addition to technical and operational expertise.

Better Juice www.better-juice.com was founded in December 2017 by a team of food professionals, including a biochemist and microbiologist of The Hebrew University in Jerusalem with extensive experience in product development. The company received its seed investment and is supported by The Kitchen Hub – Strauss Group’s Ashdod-based food-tech incubator.

“Our device uses non-GMO micro-organisms to convert the sugars, and provides orange juice manufacturers a ready opportunity to meet the trends and claims for reduced sugars, all while keeping the juicy flavour of the beverage,” explained Eran Blachinsky, Better Juice’s founder and chief executive.

“The global orange juices market is valued at dozens of billion US dollars with outstanding potential to create better-for-you orange juice beverages.”

Alex Marie Schuermans, product and applications GM at Citrosuco, said the global juice giant had been seeking orange juice sugar reduction technology for some time.

“Better Juice’s solution holds a lot of promise and we are confident that by combining their technology with our know-how, we can accelerate production of the first sugar-reduced orange juice.”

Blachinsky said Better Juice’s proprietary technology “can be tuned to reduce between 30% to 80% of all the sugars in orange juice, making it easy conform to the minimum 25% reduction required by the FDA, as well as the 30% reduction required by the EFSA for allowable claims of ‘reduced sugar’ in food and beverage products.”

Synerlink highlights Israeli links

AGRI-FOOD packaging company Synerlink www.synerlink.com has linked with key players in the Israeli dairy sector.

A Barry-Wehmiller Packaging Systems company whose head office is in Puiseux-Pontoise, northern France, Synerlink showcased its links with Tnuva, Strauss Dairy and Tara Dairy at Pack Expo Las Vegas, late September.

Tnuva //en.tnuva.co.il, for instance, uses Synerlink aseptic machinery for its drinkable yoghurt and flavoured milk products, as well as for cottage cheese filling and two-layer, dessert-cup filling.

Gilles Demare, Synerlink’s sales director, commented “there are now many non-dairy projects in progress with these companies, as well.

“We’re ready to meet these challenges, and we look forward to future endeavours across the globe.”

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Nestlé opens Sheikhupura juice plant

NESTLÉ Pakistan www.nestle.pk has commissioned a new juice plant at its Sheikhupura production site, Punjab. This facility is dedicated to the Nestlé Fruita Vitals range and represents an investment of some US$22 million.

The plant’s inauguration was headed by Punjab’s governor, Chaudhry Mohammad Sarwar, who noted that Pakistan aims “to create conditions in which foreign companies are attracted towards making new investments. At present, the government is making concerted efforts to revive the nation’s economy.

“I am really pleased to see that Nestlé, one of the world’s leading food and beverage companies, is making such good progress in Pakistan.”

And, he said, “I am heartened to see that Nestlé has always taken a keen interest in creating opportunities for the people. Their investment demonstrates and speaks volume about Nestlé’s trust in the future of Pakistan.”

Samer Chedid, Nestlé Pakistan’s chief executive, said the company’s substantial investment was “a testament to our continuous trust in Pakistan and its growth potential. We are also excited about integrating our Chaunsa value chain. We are procuring Chaunsa mangoes from the 110 farms that we introduced interventions to improve their yield’s quantity and quality.

“This integration demonstrates our ‘Creating Shared Value’ approach in which we ensure that our activities and products are making a positive difference to society while contributing to Nestlé’s ongoing success.”

The company appreciated the government’s policy which, he noted, had seen Pakistan being listed as among the ‘top-20 improvers in ease of doing business 2020’.

“This is a clear reflection of the government’s commitment to improving competitiveness by increasing support for the development of the private sector, reducing the regulatory and administrative burden on enterprises.”

Nexira strengthens Indian operations

GLOBAL ingredients giant Nexira www.nexira.com has commissioned a new gum acacia spray-drying tower in Marudur, Tamil Nadu. It built this in partnership with fellow ingredients supplier Synthite www.synthite.com, one of the world’s largest producers of spice oleoresins.

Nexira opened its office in Mumbai in 2012 to serve the requirements of both global and local customers in the fast-grow-

ing Indian market.

Now Nexira can supply large quantities of spray-dried gum acacia readily to Indian and other clients.

As a world leader in gum acacia, Nexira controls the entire supply chain and says it ‘can confidently guarantee that every product is of the highest quality standards.

This confidence is built on more than a century of experience in sourcing raw materials and long-term partnerships assuring a reliable supply chain and complete traceability. Our quality assurance policy controls all the steps in our own laboratories, from production to delivery of the product to our customers.’

The Indian production unit is certified FSSC 22000, ISO 9001, BRC, KOSHER, HALAL and SEDEX.

The new production and warehouse facilities will enable Nexira to answer specific market and customers’ needs across India.

RoSPA award to HCCB factory

HINDUSTAN Coca-Cola Beverages www.hccb.in has won the prestigious Royal Society for the Prevention of Accidents (RoSPA) award, for its health and safety practices at its Dasna factory in the Masuri-Gulawati Industrial Area, Hapur district, Uttar Pradesh.

It was awarded in four out of five categories, relating to health and safety.

RoSPA www.rospa.com is a British charitable organisation that aims for promotion of safety and prevention of accidents in project execution worldwide. Based on a well-defined framework covering the key occupational parameters of health and safety, the Dasna award included a rigorous assessment process by a team of safety professionals.

The factory won the RoSPA gold award for health and safety management in recognition of its impressive safety performance, practices, behavioural norms and track records that led to a significant reduction in overall accidents inside the work premises over the years.

The Dasna factory was also acknowledged with the silver fleet safety award for implementing robust driver management and dedicated vehicle compliance systems aimed at eliminating road fatality incidents.

The other two awards that the factory won are ‘The Initiative of the Year 2018 on My Health Index’ for implementing a system that maps its employees as per their body mass index, encouraging them to improve their health parameters and the ‘Safe@Work and Safe@Home’ Trophy for the successful launch of several innovative practices and awareness campaigns for the safety of its employees during their transit from home to factory and back home outside the work premises.
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High-density fruit production

THE Government of Madhya Pradesh has called on Coca-Cola India www.coca-cola-india.com to help plant mangoes and oranges on some 10,000 acres over the next few years, aiming to generate income for around 700 farmers in the next 12-18 months and ten times that number in the longer term.

Coca-Cola India is a large user of mangoes, oranges and other fruit in its many juices and fruit drinks.

The company is to undertake the planting in association with Jain Irrigation Systems www.jains.com, a diversified group based in Jalgaon, Maharashtra and with 33 manufacturing bases across four continents.

Jain is the second largest micro-irrigation company in the world, undertakes a broad range of agricultural research and agronomic support, has a genetic improvement programme for various fruit and vegetable types, is one of India’s largest manufacturers of plastic pipes and associated fittings and is active in a number of other areas.

It also processes fruit for juices, purees, concentrates and other end products, has dehydration facilities and a spray drying unit for fruit powder production.

Coca-Cola Pakistan’s water stewardship www.coca-cola.com.pk is teaming with the Lahore Development Authority and the Environment Protection Department in a major climate change impact mitigation scheme based on a large-scale tree plantation drive.

“Climate change has emerged as a drastic challenge causing environmental degradation that is not only threatening environmental sustainability but also Pakistan’s ability to conserve its natural resources,” said Rizwan U. Khan, general manager CC Pakistan and Afghanistan, during the inaugural ceremony.

“It is therefore incumbent upon everyone to support the Government’s Clean and Green Pakistan program and plant more trees to counter deforestation and combat the escalating challenges of climate change.”

The partners have committed themselves to planting 15,000 or so trees this year and then upping the scale in subsequent years.

“As part of our ongoing efforts to highlight the importance of tree plantation, we very much appreciate the contributions made by the private sector, especially multinational companies such as Coca-Cola, who recognise the need to step forward and play a key role for the greater good of our ecosystem,” said Muhammad Usman Muazzam, the LDA’s director general.

Salman Iqaz, Lahore’s secretary environment highlighted the importance of collaborative approach towards environmental conservation, saying it applies equally to all stakeholders in the society.

Coca-Cola Pakistan’s water stewardship programmes have replenished 2.74 billion litres of water in 2018-2019, making Pakistan and Afghanistan the first ever water positive region in the MENA. This in effect means the bottler is ahead of its 2020 global targets for water stewardship which is based on the formula of safely returning to the communities and nature an amount of water equal to what it uses in the production of its finished beverages.

The company has also been active in protecting watersheds, including conserving and restoring water quantity/quality covering 15 reservoirs, more than 20 protected springs and the laying of more than 18,000 feet long piped irrigation system in Skardu.

These interventions have effectively enabled access to safe drinking water for more than 300,000 people which has also resulted in a 75% reduction of water borne diseases in those areas.

Lotus fortifying milk for health

RAJASTHAN’S Lotus Dairy Products www.lotusdairy.com has begun fortifying its milk with vitamins A and D, in response to community deficiencies that are affecting physical and mental health across all ages and socioeconomic groups.

The producer has stressed there will be no price increases because of the move.

“Micronutrient malnutrition is a global public health problem as more than 200 crore people across the globe suffer from micronutrient deficiencies, with approximately half of them living in India. Poor dietary diversity, inequitable access to food, and changing urban diets are primarily responsible for such deficiencies,” said Anuj Modi, director, Lotus Dairy.

“As a socially responsible business, we’re excited to share that Lotus will now fortify its milk to help in mitigating this problem.”

Dr PR Sodani, a health economist and public health expert who is currently pro-president and dean training at IIMR University, said the university had been working on a project to strengthen milk fortification in Rajasthan, Punjab and Haryana, supported by the Global Alliance for Improved Nutrition www.gainhealth.org.

“Under this project, we are closely working with the milk industry to support for producing fortified milk for better health outcomes. The main goal of the project is to reduce the prevalence of micronutrient deficiencies in the State of Rajasthan by fortifying milk.

“The project extended support to milk industry of the state with respect to process of fortification and ensuring quality assurance according to notified gazette of FSSAI standards.”

Jaipur-based Lotus Dairy is part of the H.P. Modi Group, a family-owned entity involved primarily in dairy production.
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Pakistan musical odyssey

COCA-COLA Pakistan has launched the Coke Studio Season 12. www.cokesudio.com.pk with a trailer revealing the artists who will be appearing for this latest series.

“Since its inception, Coke Studio remains a space that witnesses the subtle connections of cultures and peoples through music,” said Rohail Hyatt, producer Coke Studio. “This has happened on a crossroads that Coke Studio stands at, where paths intersect, attracting energies that come together to create a canvas with a myriad of colours.

The canvas sees the attributes of Eastern tonality merge with Western structures, the wealth of knowledge of tradition meeting soundscapes of the present day and a collage of rhythms, notes, melodies and, ultimately, stories.”

The director said that “this season, music travelled to the Studio from far and wide, settling into our mixers and instruments, showing us that the well is far from running dry and that there is still so much to learn and create. From the country’s northernmost borders and westwards, from Balochistan, climbing mountains, frolicking through fields of wheat, and winding their way through sand dunes, voices came pouring through to share the legacies of their heritage and stories.

“In the soft vowels of Pashto, zesty flavors of Punjabi, and earthy tones of Sindhi, we heard Sufi tales on divine love, ghazals that emanate nuances of the human condition and festive duets of romantic conversations between coy lovers, human emotions taking shape in words and melodies.”

Speaking about the launch of Coke Studio Season 12, the general manager of Coca-Cola Pakistan, Rizwan U. Khan said the company was “committed to share the values of unity and harmony through the universal language of music that transcends any cultural barriers or boundaries.

“With more than a decade of musical legacy with Coke Studio, we will keep striving to carry forward this beacon of hope and celebration through our firm belief in the power of music.”

Water for 200,000

THE PepsiCo Foundation, the philanthropic arm of the PepsiCo group www.pepsico.com is working with WaterAid in southern India to bring clean water to more than 200,000 people by restoring wells, harvesting rainwater in schools and building piped water supply systems.

In a project in Sri City, 21 tap stands were installed in Ananthapuram village, which will be converted into high-quality permanent structures to establish a sustained water supply and proper waste water drainage.

The water venture partners plan to bring similar solutions to other high-water-risk communities with the intention that increasing access to clean water will positively impact the health, security and employment opportunities of local residents, particularly women, who otherwise have to walk long distances to collect water.

“The world faces a global water crisis, and we believe that PepsiCo can make a difference by acting as good stewards of local water resources,” said Roberta Barbi-eri, PepsiCo’s VP global sustainability.

“As members of the Alliance for Water Stewardship, we’re dedicated to increasing water use efficiency across our own value chain, and helping people gain access to safe water, which is a fundamental human right.”

She pointed out that “water availability is fundamentally a local issue and one that requires collaboration among residents, municipal leaders, industry stewards and technical experts to sustainably manage.

“For those reasons, PepsiCo will increase our participation in and support of local water conservation work, with particular focus on high-water-risk geographies where action to protect this precious natural resource is most urgent.”
Asia & Pacific

Powerhouse restructure

COCA-COLA Amatil www.ccamatil.com which is the only Coca-Cola bottler in Australia, New Zealand, Fiji, Samoa, Indonesia and Papua New Guinea, is making major changes to organisational structure and senior accountabilities to further integrate beverage categories across each country of operation.

In the past two decades the group has expanded its beverage coverage massively.

The changes take place as Amatil is completing a two-year transition phase for the group and is targeting a return to mid-single digit earnings per share growth from 2020.

Alison Watkins, group managing director, said all beverage categories would now be managed in line with geographic responsibilities.

The Australia-based alcohol and coffee portfolios will join the Australian Beverages team under the leadership of Peter West; alcohol and coffee in NZ, Paradise Beverages in Fiji and Samoa, and the international alcohol sales team, will join the NZ and Fiji businesses under the leadership of Chris Litchfield; and the coffee portfolio in Indonesia will be part of the Indonesian business under the leadership of Kadir Gunduz.

Watkins said the changes would deliver further synergies between the non-alcohol, alcohol and coffee categories, and build on the existing integration in parts of the business portfolios will join the Australian Beverages team under the leadership of Peter West; alcohol and coffee in NZ, Paradise Beverages in Fiji and Samoa, and the international alcohol sales team, will join the NZ and Fiji businesses under the leadership of Chris Litchfield; and the coffee portfolio in Indonesia will be part of the Indonesian business under the leadership of Kadir Gunduz.

Watkins said the changes would deliver further synergies between the non-alcohol, alcohol and coffee categories, and build on the existing integration in parts of the business.

Myanmar plant for Yakult

PROBIOTIC beverage producer Yakult www.yakult.co.jp, which has been expanding rapidly in Asia over the past decade, has opened a new factory in Myanmar.


The SEZ www.myanmarthilawa.gov.mm is being developed across some 2500 hectares.

Hideki Kawasaki, managing director of Yakult Myanmar, said the plant’s equipment and process systems were in line with Yakult’s other factories, meeting all international standards.

Distribution in Myanmar will be heavily oriented to the Yakult Ladies door to door model which has done so well in Japan, India and some other markets.

This will initially focus on Yangon, the country’s main commercial centre, and later expand to Mandalay, Nay Pyi Taw (the national capital), Taunggyi and elsewhere.

Nestlé invests heavily in Indonesia

NESTLE Indonesia www.nestle.co.id is to invest around US$100 million in expanding its three factories in Karawang (West Java), Kejayan (East Java) and Panjang (Lampung). Its aim is to increase production capacity by at least 25% across both current and upcoming products.

“We recognise an increasingly conducive business opportunity in Indonesia, coupled with the growing consumer demand towards Nestlé’s nutritious and high-quality food and beverage products,” said Dharnesh Gordan, the president-director of Nestlé Indonesia.

“Producing value added products has been one of our efforts to enhance quality of life and continue to contribute to a healthier future for Indonesians.”

Indonesia’s minister of industry, Airlangga Hartarto, who officiated at the ground breaking ceremony for Nestlé’s factory expansion in Karawang, commented: “We welcome Nestlé’s decision to increase their investment and production capacity in Indonesia. After 48 years of operating their business in the country, Nestlé continues to strengthen its commitment in advancing the industry throughout its business value chain and contribute to the country’s economic growth.

“This also shows the optimism of a multinational company on the existing opportunities in Indonesia, and we hope that more companies will follow suit.”

The president-director said the expansion was a demonstration of Nestlé Indonesia’s commitment in ‘Creating Shared Value,’ not only through producing nutritious and high-quality products, but also providing long-term positive impact for the society through all the activities that we do as a company while we grow our business.

“Through this investment, we hope to increase the quality of raw materials as well as the productivity of farmers who supply to us.”
ASIA & PACIFIC

Soft Drinks International – October/November 2019

Fit & Nature

MALAYSIAN bottler Fraser & Neave www.fn.com.my is running a Fit & Nature programme which encourages Malaysians to lead an active lifestyle while being more involved in environmental protection.

The first of the ongoing series was held in collaboration with the Kuala Terengganu City Council.

Kuala Terengganu is the administrative capital, royal capital and main economic centre of Terengganu state, on the east coast of Peninsular Malaysia, about 440km northeast of Kuala Lumpur. Like KL, it is usually referred to by its initials.

The eco-friendly exercise programme involving plogging, a fitness trend that originated in Sweden which combines jogging and collecting litter — its name derives from the Swedish word for picking up, ‘plocka upp’. It began with a Zumba warmup session before the participants set off at the starting point at the Teluk Ketapang beach which saw them picking up rubbish while jogging along the 6 km route.

Lim Yew Hoe, F&N’s chief executive, is confident the Fit & Nature programme will motivate the public.

“We want to empower Malaysians to take charge of their lives by adopting an active lifestyle for better health while emphasising the importance of preserving the environment.

“F&N’s Fit & Nature initiative is a fun and fulfilling programme that not only aims to contribute to a safer and greener environment but also encourages the community to develop a sense of purpose and value in life.”

Sexually suggestive drink cups

IT was one of those design concepts that seemed creatively brilliant, but didn’t work out quite so well.

Releasing a summer range of McFizz soft drinks (Lemon Ginger, Blue Hawaii, Blood Orange), McDonald’s Japan www.mcdonalds.co.jp celebrated their availability with a series of ‘summer romance’ cups depicting a girl of wholesome appearance on one side and a similarly nice lad — full of only the purest young love ideas — on the other.

When the cups are empty the boy and girl line-up, sharing an innocent kiss.

So far, so good, but social media lit up within hours, pointing out — with plenty of graphic pictures to prove it — that by changing the angle, the cups could be made to depict the sweet couple in much less innocent close encounters.

You could not only show a range of apparently sexual acts, they pointed out, but also create boy-to-boy situations and boy/girl age differences veering on the illegal.

As one social media commentator observed: “Hundreds of thirsty McFizz customers are uploading an endless array of newly posed posts by the day. It’s becoming an online Kama Sutra for those with creative imaginations, and possibly too much time on their hands.”

Most social media posters took it lightheartedly but a few showed offence.

Second Suzhou plant for SIG

ACKNOWLEDGING that the Asia-Pacific region continues to be one of the major growth engines for aseptic carton packaging, SIG www.sig.biz has announced investment in the region with the construction of a second production plant in Suzhou, China.

To meet current and future customer demand, the 120,000 square metre plant is expected to be operational in early 2021 and will be situated at the Suzhou Industrial Park (SIP), www.sipac.gov.cn, close to the company’s existing production facility and Tech Centre.

With a total investment of €180 million, the new plant will improve already favourable delivery times in the Asia-Pacific region, coping with growth on a long-term basis.

SIG says the plant is expected to achieve world-class environmental, safety and operational performance right from the start.

“The food and beverage market in Asia has seen continuous growth and is expected to continue on that path,” comments Rolf Stangl, SIG’s chief executive.

“Our new production plant will ensure we continue to excel at bringing new and exciting product and packaging concepts to market, quickly and efficiently. Together with our Tech Centre close by, the new plant is another pivotal moment for SIG in Asia.”

Stangl says SIG “will grow our business in the APAC region, but also expedite true beverage and dairy innovation for our customers, so they can quickly adapt to the changing lifestyle needs of Asian consumers”.

Suzhou is a prefecture-level city in south eastern Jiangsu Province of East China, about 100km northwest of Shanghai. It is in the Yangtze River Delta on the shores of Lake Tai. The city proper has a population of around 4.5 million while the administrative area is about 11 million or over. Suzhou has had a substantial population increase in the past decade.
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Yili looks to Southeast Asia

CHINESE dairy giant Inner Mongolian Yili Industrial Group www.yili.com has announced plans to invest heavily in Southeast Asia in the coming year as it seeks to encompass prime resources to introduce more top-end dairy and related products in China and in local markets around the region.

Yili plans to leverage its industrial and R&D advantages to empower local suppliers and talent to provide employment and support the economic growth of the region.

“Southeast Asia, the region with the fastest economic growth rate in the world, has almost unlimited potential, particularly in the development of the dairy industry,” said Yipeng Zhang, Yili Group VP.

“In the future, Yili will diversify investment in Southeast Asian countries, bringing health products and concepts, and will also share new opportunities with local partners.”

Having established a global resource, innovation and marketing system, Yili aims to accelerate the flow of high-quality resources in the industrial chain between Southeast Asia and the global market, optimising the regional allocation of resources, notes the VP.

Yili has adopted world-class quality control standards through strategic cooperation with SGS (Société Générale de Surveillance), LRQA (Lloyd’s Register Quality Assurance) and Intertek, guaranteeing its high-quality production in the Southeast Asian market.

With research resources in Asia, Europe, Oceania, and North America, Yili says it will develop an integrated global talent pool, advancing technological innovation to create a ‘global wisdom chain,’ enhancing the scientific research capacity of Southeast Asian nations further.

Yili has been adhering to its talent localisation strategy. More than 85% of the employees of the group’s subsidiaries in Thailand and Indonesia are local nationals. At Chomthana, Yili’s subsidiary in Thailand, over 800 jobs have been created, including many for the disabled.

With an emphasis on innovation to create healthy products, the company established the ‘WISH’ system (World Integrally Sharing Health) in 2017 as guidance for its corporate social responsibility practices which cover public welfare, nutrition, safety, education and culture.

DyDo Malaysia goes premium

JAPANESE beverage group DyDo www.dydo.co.jp is dissolving a joint venture in Malaysia which has been handling sales of its beverage range in that country. DyDo has been moving the sales company’s emphasis to higher end beverages, especially those made in Japan and this premiumisation strategy is expected to pick up speed once the full ownership is brought into effect.

Lower end CSDs, for instance, have been dropped.

The emphasis is now on brands such as Yobick drinking yoghurt, nutrigen cultured milk beverages and Vida sparkling which is offered in Minty Lime, Clear Lemon and Clear Cider variants.

Incorporated in the premiumisation policy is a move towards more healthy options.

Explaining reforms in our product portfolio in Malaysia, DyDo notes: ‘Developing and promoting products with a high quality, healthy image by drawing on a favourable image enjoyed by Japanese products.’

Further strengthening the healthy approach was the decision earlier this year to appoint Malaysian badminton champions Goh Liu Ying and Chan Peng Soon as brand ambassadors.

“I am confident that both of them are going to take our yoghurt drink, Yobick, to the next level,” said DyDo Malaysia chief executive Takeshi Suma.

“Yobick is a brand that stands for perseverance, a never-give-up attitude, energy and an active lifestyle.

“These are all characteristics that closely match both Liu Ying and Peng Soon, who are great badminton players.”

As brand ambassadors, Goh and Chan feature in Yobick’s digital media video campaign and their image will appear on all Yobick’s upcoming consumer campaigns.

Yobick was introduced to Malaysia in 2017.

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The Coca-Cola Company

DEREK HOPKINS
Chief Commercial Officer
Keurig Dr Pepper

KIRK TANNER
Chief Executive Officer
PepsiCo Beverages North America
**Americas**

**Ocean Spray + Bright Pink**

**OCEAN Spray Cranberries** www.oceanspray.com has entered a health-focused partnership in collaboration with vineyard vines www.vineyardvines.com to support Bright Pink, an organisation dedicated to prevention-focused education for women on the issues of breast and ovarian cancer.

Recently, Ocean Spray hosted a pink cranberry harvest to celebrate the announcement and created the emblematic pink vineyard vines whale on one of their farmer-owned cranberry bogs.

Ocean Spray and Bright Pink share a focus on making healthy everyday practices a way of life and means of prevention.

“At Ocean Spray, impact is not a part of our business, it is our business,” said Christina Fezzi, head of global corporate affairs at Ocean Spray.

“We are proud to kick off our 2019 cranberry harvest with a commitment to empower women by supporting health educational programmes, and by forging a partnership with Bright Pink as part of our mission to connect farms to families for a better life.”

Ocean Spray, vineyard vines and Bright Pink will collaborate to make a stronger impact in the fight against breast and ovarian cancers through extensive programming aimed at educating young women on their risks and means of prevention.

The partnership will be promoted on Ocean Spray’s PINK line of cranberry juice, and focus on empowering women to be proactive about their health through integrated educational programming, self-breast exams, and pop-up events across college campuses and community centres.

**Perricone buys out Lambeth Groves**

**CALIFORNIA’S** Beaumont Juice, which does business as Perricone Juices, is buying all the remaining shares of United Juice Companies of America – dba Lambeth Groves – that it does not already own.

Marc Craen and Dan Petry, who are currently shareholders and operators of Lambeth Groves, will join the Perricone Juices leadership team and will continue to lead the Vero Beach, Florida operations and sales teams in their roles as SVP operations and VP sales respectively.

Perricone Juices www.perriconefarms.com was founded in 1994 by Sam Perricone, who was one of the largest citrus growers in the United States. Under the leadership of Sam’s oldest son, Joe Perricone and chief executive/shareholder Bob Rovzar, Perricone Juices has grown to be the largest family-owned juice company in the United States.

In addition to its popular orange and grapefruit juices, Perricone Juices also creates lemon, lime and tangerine juices in both conventional and organic varieties. The company delivers NFC premium juices that are fresh, pasteurised and HPP to major retailers, hotels, restaurants, and specialty manufacturers, including beverage and baking companies.

In recent years, the company’s product list has expanded to include essential citrus oils.

“Perricone Juices will work collaboratively with the entire Lambeth Groves team to continue to profitably grow our business and seek synergies and best practices that will benefit the new company and all of our employees,” said Joe Perricone.

**Young entrepreneur scores massive publicity**

A PHILADELPHIA craft soda company, Hank’s Gourmet Beverages, has been widely praised for coming to the support of a young soft drinks entrepreneur with complimentary stock and lots of encouragement.

The story began when 11 year old Seth Parker set up a street-side stall in Brigham City, Utah, with a placard prominently advertising ICE COLD BEER.

In small letters above the beer was the key word ‘root’.

Sales went well but a couple of folk, perhaps well-meaning but misinformed, called the police.

They looked, laughed, congratulated Seth on his sales techniques, bought a soda or two and posted photos on Facebook.

These quickly went viral, attracting favourable comments from all over; and Seth was soon appearing in mainstream media.

**Seth Parker. Photo: courtesy Brigham City Police.**

Enter Hank’s Gourmet Beverages www.hanksbeverages.net

Hank’s Gourmet Root Beer was one of the first brands to kick off the craft soda boom when it was introduced nationally in 1995. Made with high quality ingredients including pure cane sugar in Philadelphia, which banners itself as the birthplace of root beer; it has become something of a trendy beverage across much of the USA.

Today it anchors a craft soda product line that now includes Diet Root Beer; Orange Cream, Vanilla Cream, Wishniak Black Cherry, Birch Beer and Grape, available in upscale restaurants, bars, gourmet and specialty stores and via online sales.

“When we saw Seth’s story, we were struck by both his work ethic and, of course, his ingenious marketing,” said Tony Salvatore, partner and chief customer officer of Hank’s Gourmet Beverages.

“We’re a third-generation family business. Our whole family grew up in the beverage business, working from the time we were around Seth’s age. Naturally, we wanted to do anything and everything we could do to give a hand to a hard-working kid. We also wanted him to be selling the best brand.”

Seth debuted his association with Hank’s Gourmet Root Beer near the site of one of Brigham City’s most annual popular events since 1904, The Peach Days Festival. The event drew over 35,000 attendees, including many who stopped by Seth’s humble root beer stand.
100 years for ABA

THE American Beverage Association has been celebrating its centennial this year with a comprehensive – and fascinating – look at how the soft drinks industry in the United States has played an important and evolving role in its community.

This includes blog posts such as ‘Innovation and research creating industry-wide solutions’ and ‘America’s beverage companies have a history of responding to natural disasters’.

The well-researched series of papers is readily available online at www.ameribev.org/education-resources/blog/category/100th-anniversary/

ABA has also been reminiscing about its earlier anniversaries, largely to illustrate how much the industry has developed since 1919.

25: ‘On November 17, 1943, during the Second World War, the American Bottlers of Carbonated Beverages celebrated its 25th anniversary in St. Louis, Missouri. Our industry was proud to support our country in its war efforts, including organising an industry-wide scrap metal collection campaign, where more than 60,000 tons of scrap metal were collected and donated.’

50: ‘On November 20, 1969, as the National Soft Drink Association, our industry celebrated its 50th anniversary in San Francisco, California. For the first time ever, the three franchise company presidents came together to address delegates and answer questions. This robust discussion covered the future of the industry, product trends and packaging innovation.’

75: ‘On October 24, 1994, the NSDA celebrated its 75th anniversary in Atlanta, Georgia, during InterBev94: A snippet of the video shown during that event is posted online.

ABA has also honoured its charter members: Big Springs, Inc. of Huntsville, Ala.; Buffalo Rock Company of Birmingham, Ala.; Chesterman Company of Sioux City, Iowa; Coca-Cola Bottling Company of Kokomo, Indiana; Coca-Bottling Company of Minden, La; Coca-Cola Bottling Company United of Birmingham, Ala; Coca-Cola Bottling Works of Pulaski, Tennessee; Corinith Coca-Cola Bottling Works of Corinth, Miss.; and Love Bottling Company of Muskogee, Okla.
Second source for alkaline water

FLOW Alkaline Spring Water www.flowhydration.com is now sourced in the United States in addition to Canada. Flow’s new source, Seawright Springs, is located in Augusta County, Virginia. The new US source is virtually identical to Flow’s Canadian spring for key indicators such as calcium, magnesium, potassium, and calcium carbonate providing smooth, easy-drinking mineral spring water with a natural alkaline pH of 8.1.

“We are so grateful to have found such a unique source of naturally alkaline spring water in the beautiful state of Virginia, and to be able to further grow our mindful hydration business in the United States,” said Nicholas Reichenbach, founder and chief executive of Flow Alkaline Spring Water (pictured).

“By expanding production into the US, we are able to provide more naturally alkaline spring water to our customers with our robust retail partners in a more efficient, sustainable, and timely manner. Our US fanbase is extremely loyal and we’re honored to give them this heritage spring water that has the same amazing taste and functional alkaline benefits while further reducing our carbon footprint.”

The brand has experienced a 400% revenue growth year over year in the US since 2018 with its consumer base going from 4.5 million to over 8 million, with the majority of those consumers being in the US. As a B-Corp certified company, Flow Alkaline Spring Water takes its environmental impact very seriously. Flow manages its sources to ensure it uses only a small fraction of the abundant water that nature provides, and Flow doesn’t interrupt the natural flow of spring water through the environment.

As consumer demand for Flow Alkaline Spring Water increased, the company began looking for a second source to help reduce the impact of shipping and vertically integrate its production.

The plant in Verona, Virginia is strategically within eight hours of two-thirds of the US population including the coveted Mid-Atlantic and Northeast regions. The spring is a gem, nestled between the Blue Ridge and Allegheny Mountains of Virginia. In addition to being almost identical in mineral content to Flow’s original source in Canada, the springs have a long, rich history of being anecdotally known for their wellness and healing powers and are legendary for maintaining 1-2 million gallons of water per day.

Bartek invests ahead of market

ON the heels of its successful expansion of its malic and fumaric acid finishing capacity earlier in 2019, Bartek Ingredients www.bartek.ca is purchasing a 22,000 metric tons/year reactor from MAN Energy Solutions in Deggendorf, Germany.

The reactor will expand the company’s maleic anhydride capacity ahead of anticipated long-term growth in the global acidiants market.

It further integrates Bartek’s upstream raw material production with its downstream finishing capacity.

“The new reactor will be a welcome addition to the North American market, where additional capacity is projected to be required by 2023,” said Bartek’s chief executive, John Burrows.

“Bartek is committed to leading the global market in malic and food grade fumaric acid, and ensuring that our customers are supplied for years to come is a vital element of our long-term strategy.”

Bartek expects delivery of this new reactor in Q4 2020 with the capacity to be online in Q2 2021.

“This investment decision by the Bartek board supports the company’s strategy of investing ahead of market demand and reinforces the company’s objective to operate a best-in-class manufacturing operation,” said Matt Chapman, partner at Bartek’s parent company, TorQuest Partners www.torquest.com.

Bartek Ingredients Inc. is a leading producer of malic acid, fumaric acid, and maleic anhydride. Headquartered in Stoney Creek, Ontario, Canada, Bartek employs 120 people across its two production facilities in Southern Ontario.

Coca-Cola signs with REGO

REGO Restaurant Group, which includes the Quiznos and Taco Del Mar brands, has signed a multi-year agreement with The Coca-Cola Company www.cocacola.com to be the new strategic beverage partner for both brands going forward.

“Coca-Cola’s extensive portfolio of beverage brands will complement the varied cuisine – from tacos and burritos to salads and sandwiches – offered across our growing brand portfolio,” said Eric Grundmeier, chief supply officer for REGO Restaurant Group.

“Additionally, Coca-Cola’s seasoned foodservice presence supports our ‘centres of excellence’ strategy – a critical aspect of our brands’ transformations.”

Susan Sheng, VP national sales for Coca-Cola North America said the company welcomed “the opportunity to leverage our joint marketing capabilities to grow their business, and to utilise our broad portfolio of beverages to complement the diverse foods across each brand’s unique menu”.

The Coca-Cola Company is a total beverage company, partnering with some of today’s most prominent restaurant chains to offer over 500 brands globally.

Based in Denver, Colorado, REGO Restaurant Group is a fast-casual restaurant platform backed by High Bluff Capital Partners www.highbluffcap.com
Turkey Hill looks to capacity growth

ICE cream and refrigerated drinks producer Turkey Hill www.turkeyhill.com reports it will support recent and continued growth through investments in its manufacturing operations and an increase in new hiring efforts.

Turkey Hill was acquired by an affiliate of Peak Rock Capital from The Kroger Co. in April this year. Now a standalone company, Turkey Hill is strategically focused on geographic expansion and new product innovation to support increasing consumer demand.

“Turkey Hill is experiencing strong and growing consumer demand nationwide for its broad assortment of branded ice cream and refrigerated drinks. We as a company are focused on providing our consumers with high quality, authentic products with category-leading flavour variety,” said John Cox, the company’s chairman.

Turkey Hill’s existing footprint already includes one of the largest production facilities of ice cream and refrigerated drinks in the country – a state-of-the-art facility powered by 100% renewable energy and situated on 72+ acres along the Susquehanna River.

The company’s investment plan includes capacity expansion, investments in existing lines to provide the latest technology and manufacturing capabilities, and facility renovations and enhancements to support its associates.

Premium bottled water merger

THE Alkaline Water Company www.alkalinetwco.com, producer of premium bottled water under the brand name Alkaline88, has merged with AQUAhydrate, a private Los Angeles-based performance lifestyle company that manufactures and distributes premium bottled water.

Under this arrangement, Alkaline has acquired all of the issued and outstanding shares of common stock and preferred stock of AQUAhydrate.

AQUAhydrate’s investors and board members include high-profile celebrities Mark Wahlberg, Sean ‘Diddy’ Combs and Jillian Michaels who have entered into new endorsement agreements with Alkaline and AQUAhydrate.

The combined social media reach of Alkaline, AQUAhydrate and the investors is expected to be over 74 million followers across Facebook, Twitter and Instagram.

Alkaline has a strong pipeline of brand extensions and new products that it has been developing over the last several months, including flavoured waters, CBD products and some alternative packaging options.

The company’s management believes that this merger will strengthen those investments by targeting these new products to each brand’s unique consumer target market – families for Alkaline88 and active lifestyle/athletes for AQUAhydrate.

Further, post-acquisition, the combined company is expected to create differentiation across new products within each brand to justify the expanded shelf space.

“We view the acquisition of AQUAhydrate as extremely synergistic and accretive, and look forward to working closely with new director nominees Ira Tochner from leading investment firm Yucaipa who invested over $27 million in AQUAhydrate and investor Matthew Howison of Emerald Partners; as well as investors Sean ‘Diddy’ Combs and Mark Wahlberg, who have personally invested over $20 million into the development and growth of AQUAhydrate and brand ambassador Jillian Michaels,” said The Alkaline Water Company’s chairman, Aaron Keay.

“We believe that collectively, the board of directors, management teams and ambassador strength of the combined company has the opportunity to be the market leader in the premium water category and in the new platforms of products we will be rolling out under both brands.”

ISO certification for Tri-Seal

TRI-SEAL, a Tekni-Plex business, has received two ISO certifications (22000:2018 and 15378:2017) for its Blauvelt, New York closure liner manufacturing facility.

The plant produces a wide variety of single and multilayered foam or foil/film closure liners for products marketed in glass, metal and plastic containers. The company also manufactures pressure-sensitive, tamper-evident and peelable induction-seal liners.

“These certifications are the result of our dedication to product safety, quality and customer service,” said Brian Jacobi, VP and GM North America for Tri-Seal. “Our pursuit of manufacturing excellence enables us to provide the marketplace with closure liners that meet stringent quality standards.

“Brand owners can be confident that the products that end up in consumer homes are manufactured to exacting standards.”

He said the ISO 15378:2017 Quality Management System certification and ISO 22000:2018 Food Safety Management System certification demonstrated Tri-Seal's ability to consistently provide quality products and services that meet customer and applicable statutory and regulatory requirements.

Tri-Seal www.tri-seal.com manufactures a broad range of liners in a variety of materials ranging from a one-piece induction seal to nine-layer extrusions and laminations.

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Ingredients

Organic grape seed extract

ACTIVINSIDE www.activinside.com has developed an organic grape seed extract claimed to have the highest amount of oligomer proanthocyanidins (OPC) of such products.

Grape’Inside 60P CO is part of Activ/Inside’s Signature grape range.

The ingredients company claims that ‘the softest & the most traditional extraction process is used to preserve all the proprieties of the grape. This grape seed extract has powerful multi-tasking benefits like anti-ageing and hypocholesterolemia properties and is backed by pending EFSA claims.’

“Through our expertise in sourcing, extraction processes, and analysis, we’ve been able to develop such extract and guarantee the highest organic OPC amount on the market,” said Benoit Lemaire, chief executive and VP business/marketing for Activ/Inside.

Proanthocyanidins (PACS) are the major phenolic compounds in grape seeds. They generally occur as oligomers and polymers of a basic monomeric unit of flavans (catechin, epicatechin). Oligomers of proanthocyanidins are composed of a minimum of two monomer units, up to a maximum of 10 units.

Lemaire notes that OPC are potent antioxidants as scientific publications report their capacity to promote secondary antioxidant activity and inhibit oxidative processes.

“This is why the organic grape seed extract has a high ORAC value: 7500 µmol Trolox/g. OPC also provide significant hypocholesterolemia effects and are largely associated with the ‘French paradox’.”

Activ/Inside guarantees the OPC levels of its grape seed extracts by the Porter method. While convenient UV methods and vanillin assay can overestimate the OPC amount by interacting with other polyphenols, the Porter method is more precise and allows characterising ‘real OPC’.

All the OPC Signature grape seed extracts offered by Activ/Inside are guaranteed with the Porter method for optimal anti-ageing and cardiovascular benefits.

“We use science, analysis, claims, intellectual property and marketing to create unique products reflecting customers’ need for a fast and safe access to market,” said Lemaire.

Prinova sets up in Australasia

GLOBAL ingredients and premix supplier Prinova www.prinova-europe.com has expanded into the Asia-Pacific market with the establishment of an entity in Sydney, servicing customers in Australia and New Zealand.

Set up as a subsidiary of Prinova Europe, it reflects the rapid growth of the Australasian beverage and food market.

The new operation will help Prinova supply Australasia with bespoke nutritional premixes from its China facility, with over 2000 ingredients in categories ranging from vitamins and amino acids to essential oils and aroma chemicals.

These will be warehoused locally.

“The decision to expand into ANZ was a logical step in our growth strategy. It will further strengthen our service capabilities in the fast-growing Asia-Pacific market, while also helping us meet the needs of ANZ specifically, which is very different from other Asian markets,” said Nick Dam, group managing director at Prinova.

“Categories such as sports nutrition and dairy are increasingly important in Australia and New Zealand, so it was essential for us to hold local inventory and offer support and expertise to our growing ANZ customer base.”

Prinova Australia and NZ made its debut at Food Ingredients Asia, held in Bangkok in September.
New MCT products

FUNCTIONAL ingredients supplier AMPAK Company www.ampakcompany.com is featuring two new MCT product lines – 50% MCT oil powder and 70% MCT oil powder – at SupplySide West in Las Vegas.

These are produced using non-GMO MCT oil (coconut oil), plant-sourced ingredients and encapsulated by acacia fibre to maximise their nutraceutical benefits. They are free-flowing powders, vegan, non-GMO, and low-carbohydrate.

Says AMPAK Company: ‘They possess many characteristics that should appeal considerably to consumers, including being neutral in taste and smell, as well as being ketogenic diet-friendly.

‘These products are extremely functional in meal replacement shakes, sports shakes, powdered beverages, snack foods and many other applications’.

AMPAK Company is using gum acacia produced by Agrigum International www.agrigum.com

Sunfiber application extended

TAIYO www.taiyogmbh.com is showcasing a functional cola with the dietary fibre Sunfiber at Fi Europe 2019, along with nutritional boosters for dairy products.

Developed in liaison with Sinalco International and Sweethouse, its partners in the Sunfiber Orange concept introduced last year; it is claimed to be ‘the first functional, sugar-free cola to combine the popular refreshing soft drink taste with a satiating effect.

‘The beverage can help with weight management because, according to scientific findings, consuming a drink enriched with Sunfiber increases the feeling of satiety, with participants consuming 70-100 fewer calories at their next meal.

Taiyo says ‘the easily digestible, low FODMAP dietary fibre from the guar bean promotes the balance of useful microorganisms such as bifido bacteria and lactobacilli, improves the bioavailability of mineral materials such as calcium and magnesium, and reduces bad LDL cholesterol’.

Another Taiyo product to be featured at Fi Europe 2019 is SunCurcumin, developed in partnership with DRS Pharma.

Taiyo claims this ‘gives beverages and meals a nutritional boost: The fibre content helps with the absorption of the daily recommended amount of “intestinal food”, and curcumin is a component of the superfood plant turmeric, which is valued for its anti-inflammatory properties.

Also from Taiyo is Sunphenon TH30, a natural L-theanine variant for the European market. Because the synthetic form of L-theanine can only be sold outside the EU, the ingredients producer has launched a natural L-theanine with the same effect. Taiyo extracts the amino acid L-theanine from the leaves of green tea.

‘The tea extract Sunphenon TH30 provides relaxing and stress-reducing effects, and is perfect for hot and cold drinks, and for enriching dairy products or even mint sweets,’ says Taiyo.

Taiyo has also expanded its chia range with a micro-fine ground chia protein of the highest purity, and concepts for ready-to-drink shakes based on water, milk or milk alternatives.
South American award for VEGE Cultures

DUPONT Nutrition & Biosciences www.danisco.com received the second place food ingredients innovation award in the ‘Most Innovative Ingredient of the Year’ category at Food Ingredients South America with its Danisco VEGE Cultures line.

The product was launched in South America in February this year and supports the production of fermented plant-based foods and beverages.

DuPont say Danisco VEGE Cultures ‘represents years of study, research and development that led to a portfolio of 11 distinct strains, each of them with its own specific functionality and characteristics. ‘

‘The wide and diverse range of strains allows the industry to meet consumers’ high expectations of taste and texture, meeting the growing demand for plant-based fermented foods and beverages – especially among millennials who are increasingly looking for healthier products and adopting flexitarian, vegetarian and vegan diets.’

It also meets the demands of allergen-free and GMO-free food, fulfilling the requirements of organic and vegan products. It has received Kosher and Halal certifications. Moreover, say DuPont, the strains are easy to handle and available in freeze-dried (LYO) formats, ‘a logistical and sustainable advantage for the manufacturer’.

“We are very grateful for the recognition,” said Adriana Apuzzo, regional dairy enzymes and cultures leader at DuPont Nutrition & Biosciences.

“These cultures are a true innovation made possible thanks to DuPont’s expertise in innovation, microbiology, food protection and fermentation, as well as DuPont’s commitment to develop food ingredients for a more sustainable food industry.”

Manuka honey appellation

THE New Zealand Government has allocated funds to help manuka honey producers combat claims by others, notably in Australia, to use of the term which the Kiwis believe is theirs.

Manuka honey is increasingly used as a beverage and food ingredient internationally.

The Manuka Honey Appellation Society has been given a substantial loan and grant to help it secure global intellectual property rights.

“The Aussies are trying to promote themselves as the owners of the mānuka honey brand. That is wrong culturally, that is a type of economic larceny,” claimed Shane Jones, NZ’s regional economic development minister from whose Provincial Growth Fund the finance has been sourced.

He said the money would be necessary to meet the costs of securing international recognition of the mānuka property right and certification in key markets, “undertaking more research, promotion and developing a more cohesive commercial entity to hold whatever property rights are secured in the patent courts at an international level.

“But the most important thing for myself with the mānuka investors and the mānuka players is to ensure that no other country can filch and essentially steal.

“Mānuka represents a chance to expand jobs and wealth in regional parts of New Zealand and if the Crown doesn’t step up and work constructively with our mānuka partners, there’s a strong prospect that other international players will walk away with the bulk of the prize.”

Natural vanilla enhancers

FLAVORCHEM Corporation www.flavorchem.com is offering natural vanilla extract enhancers in response to the soaring vanilla prices of recent years.

The company notes that while global volatility in the vanilla sector appears to be stabilising, leading to a slight decline in pricing, the market is still fragile. This year’s crop of Madagascan vanilla beans appear to be of higher quality compared to last year.

However, Flavorchem points out, because it takes several years for newly-planted vines to reach the production stage, it will be a long while before the world’s supply/demand imbalance can be restored.

Flavorchem’s vanilla enhancers contain real vanilla and can be used to simulate, replace or enhance the performance of pure vanilla extract.

“Consumer demand for the authentic taste of pure vanilla extract continues to increase. Our vanilla enhancers allow our customers to achieve their desired taste profile while stabilising cost,” said Jim Hamernik, Flavorchem’s director of R&D.
Pea protein expansion

CARGILL www.cargill.com has invested a further $75 million in PURIS www.purisfoods.com, the largest North American producer of pea protein. This will allow PURIS to double its pea protein production using an existing facility in Dawson, Minnesota.

“This is more than a pea protein facility. This is the future of food. The Dawson facility will not only support PURIS farmers in the US with a crop that regenerates their land and that is sustainable because it provides soil health advantages but will also support the growing demand for great tasting plant-based products in the market place,” said Tyler Lorenzen, president of PURIS.

“Our investment in pea protein not only enhances our diverse portfolio of high-quality ingredients but also expands our opportunity to work with customers to make products that use a variety of our ingredients to satisfy consumers around the world,” said Laurie Koenig, texturisers and specialty lead for Cargill.

Deeper Green tests AOK

BEVCANNA Enterprises www.bevcanna.com have successfully completed independent laboratory testing of their powder ingredient Deeper Green. These confirmed that Deeper Green, and products infused with Deeper Green, would pass the Cannabis Compliance Regulations set in California, and would allow for reliable water-soluble infusion manufacturing processes and dosing confidence for consumers.

“The possibilities that this tasteless, odourless water-soluble powder technology opens up are endless and we’re eager to leverage this innovative and proprietary technology,” said Emma Andrews, chief commercialisation officer at Bevcanna.

“The successful testing of Deeper Green is exciting in that it will extend BevCanna’s assortment of products.

“As beverage experts, we’re already planning a number of ready-to-drink formulations, and we can now add powdered options to our range. We know that consumers want choice in their cannabis-infused beverages to suit various use occasions, and Deeper Green will allow us to provide that.”

Deeper Green’s powder technology allows for a full range of cannabinoid inputs, including THC, CBD, full-spectrum extracts and hemp-based CBD.

“We’ll also commercialise Deeper Green into our in-house beverage lines and explore alternative formats,” Andrews noted.

Secure admission tickets at www.anuga.com/tickets
Sunny D Florida sparkles

UK  Refresco UK  www.refresco.co.uk has taken its Sunny D juice drink brand into carbonated territory with the release of a sparkling Sunny D Florida variant containing 13% orange juice.

This comes in a 330ml price-marked can.

The drink combines the juice with sparkling water and has no added sugar.

“The carbonated fruit soft drinks category is in growth and the new Sunny D Florida is based on the flavour consumers already love with the health benefits more shoppers are seeking,” said Refresco commercial director James Logan.

“We are confident the new carbonated Sunny D Florida will prove popular with teenagers and adults.”

Democratising drinkable wellness

USA  Lemon Perfect  www.lemonperfect.com cold-pressed lemon water is gaining ground with some major distribution advances, including entry to Whole Foods retail outlets in the Northeast and Rocky Mountain regions.

Lemon Perfect is a zero sugar cold-pressed lemon water.

Certified organic and full of flavour; Lemon Perfect is widely considered by industry insiders to be one of the most scalable, exciting and innovative emerging beverage concepts in the marketplace, according to Yanni Hufnagel, founder and chief executive.

Lemon Perfect was founded in 2017 and describes itself as ‘a disruptive brand at the intersection of flavour and good-for-you’.

“Our mission is to democratise drinkable wellness by making Lemon Perfect accessible for anyone, anytime, anywhere,” says Hufnagel.

Juicy Juice expands

USA  The children’s beverage brand Juicy Juice  www.juicyjuice.com has expanded its portfolio with the release of Fruitfuls Organics, Juicy Waters and Juicy Juice + Protein.

Juicy Juice is part of the Connecticut-based Harvest Hill Beverage Co www.harvesthill.com and claims to be the leading 100% kids’ juice brand in the United States.

Juicy Juice has partnered with America’s celebrated nutritionist Mitzi Dulan to advise on the importance of making better snack and mealtime choices.

“The functional benefits found in Juicy Juice’s new innovations are important to help children start the new school year strong and balance all the activities that come with it.”

“With the new beverages, parents can feel good about pairing their kids’ lunches and snacks with Juicy Juice to keep them fuelled during every back to school moment.”

Little shots of goodness

SOUTH AFRICA  The Sir Fruit  www.sirfruit.com range has worked itself successfully into household familiarity in South Africa, prospering further after a brand re-set some time back now to cover its broadening parameters.

Latest offering is Sir Fruit Raw Shots, billed as ‘a little shot of goodness’.

“You will not find a more delicious cold pressed health shot out there,” claimed brand manager Taryn van Zyl.

“They are free from any funny business and made using only the good stuff. We use high quality fresh produce to make sure you get all the goodness of our super ingredients.”

She said that “with the concentrated deliciousness of real fresh fruits, vitamin-rich vegetables and spices,” the shots pack a punch in two sips or less.

The Daily Green shot is promoted as a ‘great source of minerals made with apple, cucumber, lemon, spinach and kale’; Fiery Ginger as ‘raw, fiery goodness made with ginger, apple and lemon’; Pomegranate as ‘packed with anti-oxidants and pomegranate, with extra pomegranate of course’; and Spicy Turmeric ‘a natural anti-inflammatory made with turmeric, orange, carrot, lemon and cayenne pepper’.
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Lots of juice from Kagome

**JAPAN** Kagome Co [www.kagome.co.jp](http://www.kagome.co.jp) continues its steady programme of releasing fruit and vegetable juices in a balance of updated regulars and new initiatives.

Well known among the regulars is the hugely successful Vegetable Life 100 series in which Kagome focuses on regional juice mixes, drawing fruit and vegetables closely associated with each range which packaging the product in cartons depicting local scenes. Vegetable Life 100 Hyuganatsu Summer Mix, the 2019 version of a regional which has been well received in the past few years. It focuses on the hyuganatsu – a citrus fruit sometimes described as a cross between yuzu and pomelo – and the blend reflects its rather sweet/sour taste.

The carton depicts landmarks of Miyazaki Prefecture where the ‘hyuga’ tends to grow especially well.

A Kagome newcomer is an extension of the GREENS series, distinctively packaged smoothies with no preservatives, no colouring and no flavours. These use a low temperature processing method which retains more of taste, colour and texture of the original material, as well as more dietary fibre.

GREENS Mango Acerola Smoothie blends carrot, apple, mango, pine, grape, banana, and balanced daily diet, the juice has three flavour options or, perhaps more appropriately given its presentation, three colours: red, green and yellow.

Ingredients in the green juice include apple, pineapple, coconut, lemon, grape, kiwi, kale, ginger; melon, cucumber, mint and spinach. Yellow juice is made with apple, mandarin, acerola, carrot, mango, ginger and pumpkin. And the red recipe blends apple, grape, raspberry, beet, aronia, lemon, strawberry and mint.

Del Valle Fruits + Vegetables contains no preservatives, sugar and no other chemical additives.

The new juices are being sold in 300ml glass bottles with colourful and rather classy graphics pointing to their respective contents.

Bireley’s retro

**JAPAN** Asahi Beverage [www.asahinryo.co.jp](http://www.asahinryo.co.jp) is making the most of the heritage of its Bireley’s brand with a retro bottle release of its Bireley’s Orange Classic, harking back to the 1950s.

As we report in our trucking and logistics feature in this issue, one of the bottles features delivery trucks.

The original Orange Classic was introduced in 1951 at a time when Japanese companies were tending to use foreigners in advertising, especially for a product like this which came initially from the US – hence the almost American advertising on one bottle. Limited edition Halloween carton packaging for Bireley’s Orange Classic has also been produced. And the nostalgic releases also include a 500g bottle can reminiscent of Asahi’s first canned juice drink in the late 1950s.

Another new release from the brand is Bireley’s Morning Active Orange.

Orchard + garden

**BRAZIL** Coca-Cola Brazil [www.cocacolabrazil.com.br](http://www.cocacolabrazil.com.br) says it is joining the orchard with the garden in its new range under the Del Valle brand banner: Del Valle Fruits + Vegetables.

With an eye on people who seek a natural and balanced daily diet, the juice has three flavour options or, perhaps more appropriately given its presentation, three colours: red, green and yellow.

Ingredients in the green juice include apple, pineapple, coconut, lemon, grape, kiwi, kale, ginger; melon, cucumber, mint and spinach. Yellow juice is made with apple, mandarin, acerola, carrot, mango, ginger and pumpkin. And the red recipe blends apple, grape, raspberry, beet, aronia, lemon, strawberry and mint.

Del Valle Fruits + Vegetables contains no preservatives, sugar and no other chemical additives.

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FreshJ from AMC

**UK** AMC Group [www.amcjuices.com](http://www.amcjuices.com) is now offering a new brand of freshly-squeezed juices – FreshJ – from its facility in Skelmersdale, West Lancashire, near Liverpool and Wigan.

This is available in a 2.27 litre Orange, Cloudy Pressed Apple, Ruby Grapefruit and Sicilian Lemonade, as well as a 750ml Lemon Juice and Lime Juice. The juices can either be served neat or used as a mixer for mocktails, cocktails and spritzers.

The bespoke plant in Skelmersdale can squeeze 960 oranges per minute, delivering high quality and juice yield via six extractors. The process ensures there is consistency in the volume of pulp within the final product, which has historically been an issue with freshly-squeezed juice.

“The freshly-squeezed market is worth £18.1m and growing 15.6% YoY, offering a huge opportunity for sales,” said Mike Bullock, director of Fresh Foods UK at AMC Group.

He noted that the plant had access to AMC Group orchards with an unlimited supply of fruit.

“We welcome the opportunity to work alongside partners who are looking to offer innovative juice blends of a high quality. FreshJ is a quality freshly-squeezed juice that tastes fantastic and is extremely versatile for food service or retail.”

AMC Natural Drinks recently won an Innovation Award from Tesco for its innovative brand Waste Not, the range of freshly-squeezed juices made from fruit and vegetables which are not quite perfect to be sold as individual products.

AMC Group is based in Spain and has sites across 50 countries including the UK. The company provides products to major supermarkets, wholesalers and food service providers across fresh produce, flowers and natural beverages.
Water & Water Plus

Four flavours from New Slice

USA New Slice Ventures www.drinkslice.com has released four sparkling waters featuring organic juice flavours. These are: Raspberry & Grapefruit, Blackberry, Mango & Pineapple and Cranberry & Apple. ‘Splashed with’, say the cans. They have no added sugar, no artificial colours or caffeine. New Slice Ventures puts a lot of emphasis on its Chicago roots, especially in the River North District.

New Slice comes in 355ml cans.

Okinawa limited edition bottle


As with Coca-Cola Japan’s successful regional bottle series, this initiative combines an element of local pride with the provision of unique souvenirs for visitors, both from elsewhere in Japan and to a greater extent from overseas.

Such ‘soft drink tourism’ has been gaining ground over the past few years, in some cases generating significant extra sales and only occasionally failing to fire consumer imagination.

The products have also had the effect of increasing (or sometimes initiating) soft drink sales in souvenir outlets which might not normally have been oriented to this trade.

In some instances – including this initiative – added value gift boxes and carry bags are offered, further boosting retail opportunities.

Three evian Okinawa bottles are available, picturing the prefecture’s hibiscus, the ‘guardian lions’ (according to mythology a cross between a lion and a dog) known as shisa and Shuri Castle, a World Heritage site overlooking Okinawa’s capital, Naha.

In addition, each bottle is decorated with a Bingata pattern which evian and Ito En say ‘expresses the warmth of Okinawa’ and can be seen through the water in the bottle.

Bingata (which means ‘red style’ in Okinawa’s local dialect) is a traditional art form mostly used for dying cloth in vibrant colours, using designs such as fish, water and flowers.

Aurora Water from the Arctic

JAPAN Veen Water www.veenwaters.com has been launched in Japan with the support of the Embassy of Finland. Its introduction has been publicised in association with celebrations for 100 years of diplomatic relations between the two countries.

Distribution has been arranged via a crowdfunding project. Contributors were told they would be included in the centenary celebrations.

As is the case elsewhere, Veen is to be marketed in Japan as a premium beverage, highlighting its Lapland source, the northern aurora (one promotional tag is ‘Aurora Water from the Arctic Circle’) and its claim to being one of the world’s cleanest waters.

There’s even been a reference to Santa Claus. Promotional material also refers to it as ‘super soft water’.

Veen is bottled in glass. Its packaging has won a number of awards which are providing further copy for publicity in Japan.

Ozarka spring water scholarships

USA Ozarka 100% Natural Spring Water, a part of the Nestlé Waters family, has awarded two $10,000 scholarships and two $2500 scholarships to four Texas students pursuing careers in environmental/earth sciences.

As part of Ozarka’s commitment to Texas, the company created an annual ‘Every Drop Counts’ Earth Science Scholarship Fund in 2002. State-wide, Ozarka awards two annual $10,000 scholarships to qualified Texas students who wish to major in hydrogeology, or any other environmental/earth science that focuses on water conservation and preservation at a four-year college or university.

Allyson Holman, winner of one $10,000 award, recently completed her undergraduate studies at Stephen F. Austin University and will be pursuing a Master’s Degree in Environmental Science at the University of Michigan.

Through Ozarka and parent company Nestlé Waters North America’s www.nestlewatersna.com partnership with The Meadows Center for Water & Environment, which is connected to Texas State University in San Marcos, a second $10,000 scholarship is awarded to a Texas State University student who is pursuing an environmental or earth science degree.

“I am extremely honoured to be the recipient of the ‘Every Drop Counts’ scholarship and overwhelmed by Ozarka Natural Spring Water’s generosity to support my academic endeavours,” said winner Dawn Houston, a PhD student at Texas State University studying Aquatics and Conservation Biology.

“As a doctoral student, this award allows me to fully focus on my studies in avian conservation, and I am committed to honour the scholarship by pursuing my degree to the best of my ability. With my research, I hope to shed light on the importance that Texas river systems have on migratory birds moving through our state.

“Ultimately, I hope to contribute to the growing knowledge of how to best manage our lands and water for all creatures who depend on them.”
Cool Citrus sparkling

**JAPAN** The release by Asahi Beverage [www.asahiinryo.co.jp](http://www.asahiinryo.co.jp) of Wilkinson Tansan Cool Citrus sparkling water further leverages the market appeal of this long-established mineral water brand.

Asahi Beverage reports that Wilkinson Tansan sales increased by more than 22% in the 12 months to June, the 11th consecutive year of growth.

The bottle is confident that the brand overall will be further boosted by the latest release which combines the familiar Wilkinson mineral water taste with subtle citrus flavours, predominantly grapefruit.

Packaging is 500ml PET with pale blue graphics seeking to convey a crispy cool message, helped by an icon which Asahi Beverage describes as ‘strong, followed by coldness’.

Seltzer in flint bottles

**USA** A new sparkling water line from Sprecher Brewing Company [www.sprecher-brewery.com](http://www.sprecher-brewery.com) has come to market in 12oz flint glass bottles produced by Ardagh Group, [Glass – North America](http://www.ardaghgroup.com)

It was important to Sprecher Brewing Company to utilise glass packaging to create brand differentiation with a premium, sustainable package.

“Ardagh Group’s high-quality, attractive flint glass bottle is a key component of the high-end, above premium positioning for Sprecher’s line of all natural sparkling waters,” said Jeff Hamilton, president of Sprecher Brewing Company.

“The glass bottle provides a vessel that locks in the freshness of the beverage, with the neck acting as an aroma reservoir. Upon opening and prior to drinking, consumers experience all the natural aromatics characteristic of each flavour.”


PepsiCo goes mini with bubly

**USA** The bubly sparkling water range [www.bubly.com](http://www.bubly.com) range from PepsiCo expanded on a limited edition basis to accommodate a mini version of 7.5oz cans, adding substance to the PepsiCo belief that small packs are go-to sellers.

The bubly mini comes in four flavours: Cherry, Blackberry, Orange and Strawberry.

Marketing support notes they are “perfect to take with you on the go or pack in a lunchbox.”

The minis drew applause from lifestyle commentators – bloggers and the like – who were particularly keen on their likely appeal to youngsters.

Some called for the mini variants to be included in the bubly portfolio on a permanent basis and other flavours such as lemon, lime and grapefruit to be added, boosting the small cans’ suitability as cocktail mixers.

Canned spring water

**USA** Priding itself on upfront involvement with the Zero Plastic Movement, LA-based RightWater [www.drinkrightwater.com](http://www.drinkrightwater.com) has introduced spring water in aluminium cans.

“RightWater canned spring water was created as the zero plastic solution to the growing problem of plastic single-serve bottles polluting the environment. After extensive research and consultations with Greenpeace, it became clear that cans are far more sustainable than plastic bottles,” said Simon Konecki, founder.

“With their support, we knew we wanted to make infinitely recyclable aluminium cans, BPA-free that left no carbon footprint and could be reused to produce more cans. We’re proud to be leading this plastic-free movement.”

RightWater will be sold nationwide in 12-ounce cans, 20 can cases, and pallets of 2400 cans.

“We hope that the major beverage companies, who are the biggest plastic bottle polluters, listen to their customers and join the plastic-free movement, as well as contribute to clean water projects around the world,” said Konecki.

“As long as the power is with consumers as they choose which brands to purchase.”

RightWater is also active in DROPM4DROP, the charity whose mission is to provide sustainable water solutions in some of the most water-stressed communities across the world. Every RightWater can sold funds clean drinking water projects.
The British Soft Drinks Association is the national trade association representing the collective interests of producers and manufacturers of soft drinks including carbonated soft drinks, still and dilutable drinks, fruit juices and smoothies, and bottled waters.

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**Carbonates**

**Restaurant collaboration**

**USA** Dig Inn www.diginn.com, the New York group of casual dining restaurants renowned for its farm to table mission of working directly with farmers and producers, has linked with Maine-based Green Bee www.drinkgreenbee.com to collaborate on custom all-natural beverages.

Green Bee was started by beekeeping husband and wife team, Chris and Lori Kinkade, to provide an alternative to sugary, mainstream sodas.

**Mitsuyama Cider retro**

**JAPAN** As part of its 135th anniversary celebrations for the Mitsuya Cider NIPPON which was originally introduced in 1964.

As with the original, this is a citrus blend with a sweet and sour aroma and taste.

The 500ml PET bottle also harks back to the original with a distinct retro feel centered on the brand’s ‘arrow feather’ mark, along with references both to the brand’s initial launch date and the 1964 associations.

This retro offering is a limited edition.

Asahi Beverage is anticipating a 4.1% increase in Mitsuya Cider sales this year; heading for a target of 41.1 million boxes.

Another recent release in the Mitsuya Cider stable is the White Grape & Mango Mix, blending these tastes smoothly for a sophisticated adult variant.

The fruit is depicted colourfully on the label of the 500ml PET bottle.

**Capt’n Eli’s adds diet root beer**

**USA** Capt’n Eli’s Soda www.captnelisoda.com has added another flavour to its all-natural bottled sodas: Eli’s Diet Root Beer.

“The new diet variant joins Capt’n Eli’s current line of all-natural sodas such as Root Beer, Ginger Beer, Cream Soda, Black Cherry Pop, Blueberry Pop, Orange Pop and Strawberry Pop.

Capt’n Eli’s Diet Root Beer is made with a natural sugar substitute that is both caffeine and gluten-free. The goal of the team at Capt’n Eli’s was to craft a recipe that achieved a ‘full-body’ taste that also served as a healthier option by reducing the calorie count.

“With root beer as the first diet addition to our award-winning soda line, we’re looking to open up the diet soda market,” said Ed Crockett, president of Capt’n Eli’s Soda.

“As we continue to innovate within the craft beverage space, we wanted to offer a reduced-calorie beverage without compromising at all on flavour. Since Root Beer is our most popular flavour; our new Diet Root Beer should be well received.”

The bottler began its transition to all-natural earlier in the year by eliminating preservatives from its hand-crafted sodas.

Maine-inspired and ‘mom-approved’, the new recipes now use all-natural flavours and ingredients in a handcrafted brewing process that keeps gluten and caffeine out while retaining the traditional robust taste.

The Forsley family have treasured their family root beer recipe for generations. Eli Forsley used to make small batch root beer out of their house in Gray, Maine. In 1996, Eli’s son Fred introduced the line of Capt’n Eli’s craft sodas into his restaurant, Federal Jack’s.

Capt’n Eli’s Soda is a part of the Shipyard family of beverages.

The inaugural Dig Inn and Green Bee collaboration, Ginger Mint Lemonade, is currently available in all Dig Inn locations and more flavours are expected over time.

**Fanta Juicy +**

**INDIA** Coca-Cola India www.coca-cola-india.com has injected further energy into its Fanta range, launching Fanta Juicy + and appointing appropriately bubbly actor Sara Ali Khan as brand ambassador.

“Fanta has always been known for its fruity taste, tingling bubbles and its ability to create moments of pure fun. With this new launch, we are adding the taste of real orange juice into the mix; for an even more fruity; even more fun experience for our consumers,” said Shrenik Dasani, VP sparkling category for CC India.

Fanta Juicy+ contains orange juice sourced from local fruit farmers in India. This is a big issue for CC India, as we have reported from time to time – the company is working closely with farmers, fruit stock researchers, agro advisers, state governments and others to make the country’s fruit output more commercially viable.

As part of its ‘Fruit Circular Economy’ initiative, CC India is developing the juice category, adding fruit juice to the sparkling products and introducing newer products in the beverage space.

**To advertise, contact:**

advertisingso@softdrinksinternational.com
**Vivit’s Kazunashi Mix**

**JAPAN** Ito En [www.itoen.co.jp](http://www.itoen.co.jp) has added to its Vivit’s Mix CSD series by launching Vivit’s Kazunashi Mix Soda, initially in the Kanto region.

The producer reckons you can ‘sip a bite’ of nashi pear from Chiba prefecture, the country’s principal region for growing this fruit which is extremely popular in Japan.

Chiba washi is characterised by a sweet and fruity taste which is evident in this soda, even though the juice content is small.

Ito En developed the Vivit’s Mix CSD series to build on the popularity of Japan’s local fruit varieties. It is a concept that has paid off well in sales volume.

Vivit’s Kazunashi Mix Soda is packed in 450ml PET.

**Ginger beer certified keto**

**USA** Major ginger beer producer Reed’s [www.drinkreeds.com](http://www.drinkreeds.com) has added to its zero sugar line-up with Reed’s Zero Sugar Ginger Beer joining sister brand Virgil’s Zero Sugar.

The zero sugar drinks are also now certified ketogenic [www.certifiedketogenic.com](http://www.certifiedketogenic.com). Reed’s Zero Sugar Ginger Beer is all-natural, using a proprietary sweetener blend combined with fresh organic Peruvian ginger to deliver Reed’s trademark flavour.

The product has been exceptionally well-received by retailers and consumers alike, with distribution growing and expected to increase even further with this new certification, according to Val Stalowir, the bottler’s chief executive.

“The Keto Certification is just one more way we can offer our health-conscious consumers a new way to enjoy the benefits of real ginger.”

The drinks are being promoted both for enjoyment as-is and mixed in keto-friendly cocktails.

Among cocktail possibilities highlighted by the bottler is Reed’s Paloma, a combination of Reed’s Zero Sugar Ginger Beer, fresh grapefruit juice, lime juice and tequila.

Reed’s Ginger Beers are promoted as unique due to the proprietary process of using fresh ginger root combined with a Jamaican inspired recipe of natural spices and fruit juices. The company uses this same handcrafted approach in its Virgil’s line of ‘bold flavoured’ craft sodas.

**Pumpkin Pie Spiced Ginger**

**USA** A spin on the perennially popular autumn pumpkin beverages – some with a Halloween angle but mostly extending across the holiday period including Thanksgiving, Christmas and New Year – is the Pumpkin Pie Spiced Ginger Brew from Trader Joe’s [www.traderjoes.com](http://www.traderjoes.com).

Say the ever-enthusiastic Trader Joe’s marketing team: ‘Our brewer blends a fizzy, mulled apple cider-like base with a generous amount of ginger purée and plenty of pumpkin pie spices (cinnamon, cardamom, nutmeg, allspice and clove), then adds a few natural flavours & a bit of cane sugar, and—voilà—you’ve got Brew.’

To reflect the drink’s craftsmanship, Trader Joe’s chose an old world style swing-top 750ml bottle, complete with rubber gasket for rescaling. This classiness makes it spot-on for taking as a hostess gift to holiday season dinners.

It also makes a great Pumpkin Pie Spiced Mule, say the Trader Joe’s team, helpfully providing the recipe.

**Pepsi LIME launched**

**THAILAND** Following the success in Thailand of a raspberry-flavoured Pepsi variant – a cola combination that seems to be loved in some markets but less popular in others – Suntory PepsiCo Beverage (Thailand) [www.suntorypepsico.co.th](http://www.suntorypepsico.co.th) has launched Pepsi LIME.

Its launch has been built into a high budget marketing campaign for the Pepsi cola portfolio under the banner of ‘Twist Every Moment Up’.

Laddawan Lertwasin, senior marketing manager cola for PepsiCo Services Asia, said the feedback from the Thai release of Pepsi Max Taste Raspberry had been “overwhelming” and the release had helped drive a 50% rise in sugar-free cola beverages during the first half of 2019.

This has pushed Pepsi well above average market growth.

“To keep building our accomplishments, we have successfully developed Pepsi LIME flavour as a new appealing taste of Pepsi matching with our insights on preferred flavours loved by Thai and Asia-Pacific consumers.”

“It additionally strengthens the image of Pepsi as a drink that can complement every meal.”

In this regard, Pepsi in Thailand has entered into a number of collaborations including a partnership with the delivery service Grab Food and ‘Pom-Pan, A Tasty Journey’, a high audience TV show featuring celebratory foodies.

During October and November a Pepsi Pop-Up Restaurant will be set up around the country.

And a 1.5 million sampling programme is being mounted nationally, in smaller centres as well as the major cities.
**Sports & Energy**

### Patria Energy goes national

**USA** The Texas-based makers of Patria Energy Drink, Power Supplement, are taking the brand national after a regional-based introductory period.

Patria [www.getpatria.com](http://www.getpatria.com), which comes in its original lightly-carbonated, all-natural citrus flavour as well as a sugar-free alternative, promises ‘no jitters, no crash’ in its promotional message.

“We innovated the category by creating Patria Energy Drink for hardworking people,” said Guillermo Amtmann, founder and chief executive of Power Supplement, which is based in Houston.

“They go out, work long hours, often in the sun. We wanted to help them stay energised by developing a refreshing, great tasting beverage that would give them long sustained energy without suffering jitters and crash.”

Amtmann said people today are concerned about drinking too many energy drinks.

“But we formulated – patent pending – Patria Energy Drink to avoid the jitters and crash. That is why people buy our energy drink. They want a great tasting energy boost without the crash and burn.”

According to Amtmann, Patria is slowly absorbed and will not leave you feeling drowsy or tired.

Power Supplements made the original Patria Energy Drink with pure cane sugar; 100% natural flavour along with caffeine, green coffee bean extract, Vitamin A, B6 and B12. The sugar-free option is sweetened with Sucralose.

### Pedialyte signs Odell Beckham

**USA** Publicly-listed global healthcare provider Abbott [www.abbott.com](http://www.abbott.com) has signed NFL star Odell Beckham Jr to serve as a creative director and ambassador for its high-profile Pedialyte brand.

Abbott note that Pedialyte [www.pedialyte.com](http://www.pedialyte.com) has, over the last few years, seen unprecedented use by consumers of all ages, including athletes, who rely on it for advanced rehydration.

“I learned about Pedialyte from my mom,” said Beckham, “and since then I’ve been turning to it not just when I am training or playing, but also when I’m travelling, whenever I need it – because it works.”

“Now, I’m excited to tell my fans all about it.”

Beckham will not only serve as a brand ambassador for Pedialyte but also have active input as a creative director for the brand, contributing to marketing, content and product development.

“The secret’s out that Pedialyte is evangelised by athletes in locker rooms nationwide as a great option for advanced rehydration,” said Chris Calamari, VP/GM for pediatric nutrition at Abbott.

“And working with OBJ to share that message was a natural choice for our brand. He’s a huge fan of the product, crediting its use to help him in his quest for optimum performance.”

Pedialyte can be found in the baby aisle in ready-to-drink bottles, powder packs and freezer pops in a number of flavours and varieties, including AdvancedCare Plus which features some 33% more electrolytes.

### Fashion Week official status

**USA** Marquis [www.drinkmarquis.com](http://www.drinkmarquis.com) is official beverage for the 2019 Phoenix Fashion Week, a key industry occasion at Arizona’s Talking Stick Resort.

“This fashion event celebrates creativity and empowers people through education, entrepreneurship and community, which aligns with our own brand initiatives,” said Christopher Lai, chief executive at Marquis.

“Also, it supports our retail partnership with one of our largest distribution chains in the area, Albertson’s and Safeway.”

Marquis will host the VIP experience and introduce Marqology, described as ‘the evolution of energised craft cocktails’.

Marquis Organic Energy is certified USDA Organic and contains zero sugar and zero calories.

Their organic caffeine comes from green tea, yerba mate and green coffee bean extracts, and is certified Non-GMO, Gluten-Free, Vegan and affiliated with 1% For The Planet.

### VaynerSports links with Hylux

**USA** VaynerSports, along with its client NFL football wide receiver Allen Robinson, has signed a partnership with Hylux, a vitamin filled and nutritionally enhanced water.

Under this partnership, VaynerSports [www.vaynersports.com](http://www.vaynersports.com) will provide Hylux’s beverage services at all tentpole VaynerSports events as well as at all youth player camps.

“We were really excited to partner with Hylux because both companies share the values of entrepreneurship, innovation and collaboration,” said VaynerSports chief executive, AJ Vaynerchuk.

Hylux [www.drinkhylux.com](http://www.drinkhylux.com) was founded by Lamar Letts, a former athlete turned entrepreneur.

“The relationship between companies and professional athletes has drastically shifted in modern times,” said Letts. “Allen Robinson represents a new wave of athletes actively searching for and aligning themselves with products that solve real problems in their communities.”

“Allen has seen how unhealthy food in schools and grocery stores has negatively affected his community. Now he’s taking action.”
Prepping the All Blacks

**NZ/JAPAN** Gatorade [www.gatorade.co.nz](http://www.gatorade.co.nz) put the All Blacks through their paces with sweat tests ahead of the Rugby World Cup in Japan.

In 2016, Gatorade became the official hydration partner of the All Blacks, helping the team to perform at their peak. The partnership also provides access to the Gatorade Sports Science Institute (GSSI), the research and development arm of Gatorade.

Founded in 1985, GSSI is committed to helping athletes optimise their health and performance through research and education in hydration and nutrition science. GSSI scientists study the effects of nutrition on the human body before, during and after exercise.

The GSSI Sweat Test is a two-part physical assessment based on athletes’ fluid balance, electrolytes in it, and rather has Vitamin B complex and metabolic processes. Hell Energy is the sport drink would stand out in quality, taste, uniqueness and value,” said 7 Eleven president and chief executive, Joe DePinto. “We benchmarked against the best and added differentiated attributes that we know

**INDIA** India FMCG marketing specialist Jes & Ben Groupo [www.jbgroupo.com](http://www.jbgroupo.com) has stepped up marketing of the Hungary’s Hell Energy, first introduced to India in 2018.

This reflects the growing interest in energy drinks across India with an increasing array of local and international brands battling for share.

“To push the limits of our creativity, our body and mind need to be energised every time. A high quality energy drink will help you keep up your guard for whatever challenges life is going to throw at you,” said Unnikannan Gangadharan, national sales director India for Hell Energy.

“Moreover if it has no added preservatives in it, and rather has Vitamin B complex for impact on your mental performance and metabolic processes. Hell Energy is the perfect companion for facing busy schedules.”

Hell Energy’s impetus in India is helped by its relatively affordable price. Discretionary spending on beverages has grown immensely in India over recent years but there remains a keen awareness of value for money, especially among younger consumers who are the main target in the energy beverage sector.

Jes & Ben Groupo represent a large number of well-known FMCG lines including Juste Coco, Sunich Malt non-alcohol beer and Serene carbonated juices and drinks.

Hell lets loose

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7-Select Replenish

**USA** 7-Eleven [www.7-eleven.com](http://www.7-eleven.com) has introduced 7-Select Replenish, an isotonic sports drink containing no artificial sweeteners or high-fructose corn syrup.

It is offered in four flavours: Lemonade, Orange Mango, Cucumber Mint and Guava Splash.

Sweetened with stevia and real sugar, the private brand electrolyte hydration beverage also claims to provide 100% of the daily values of vitamins A, E, niacin (B3), B5 and pantothenic acid (B6) per 12oz serving. 7-Select Replenish has 15 grams of sugar and 60 calories per serving or 150 calories per 28oz bottle.

“As with all 7 Eleven private brand products, we wanted to make sure our new sport drink would stand out in quality, taste, uniqueness and value,” said 7 Eleven president and chief executive, Joe DePinto. “We benchmarked against the best and added differentiated attributes that we know

our customers are seeking.”

7 Eleven in the US has been building its private brand beverage line-up.

Earlier, stores added Quake performance energy drinks to their vaults, and the brand has already acquired a loyal following, according to 7-Eleven. Available in four flavours, Quake energy drinks combine the best of energy, sports and performance drinks into one.

Its 7-Select GO!Smart line of organic cold-pressed juices includes both single ingredient fruit juices and fruit and vegetable blends.

Love, Peace, Energy

**JAPAN** The EXSTRONG Love & Peace Energy Drink was such a sales success on its brief limited edition foray last year that Matsumoto Kyoshi [www.matsumotokyoshi-hd.co.jp](http://www.matsumotokyoshi-hd.co.jp) is releasing it again as a seasonal special.

MK’s EXSTRONG series has gained a solid following in Japan despite being up against heavy opposition and the producer comments it was pleased when the Love & Peace edition first appeared how social media responded immediately with a very positive ‘must try’ message circulating among aficionados.

Sales ended up far exceeding expectations.

The Love & Peace drink is characterised by its brilliant pink liquid colour.

MK says the colour was such a consumer attraction it decided to reintroduce the variant in an especially colourful purple can (250ml) which has already drawn enthusiastic comments on social media.

The company is using the seasonal special as a peg for promoting the EXSTRONG brand overall.

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email: advertising@softdrinksinternational.com or call +44 (0)1202 842222
Functionals

Relaxation drink JV

**JAPAN** The Chill Out relaxation drink will be marketed from now on through a joint venture formed under the Endian banner, https://endian.co.jp/

The Endian partnership brings together Coca-Cola Japan/www.cocacola.co.jp and Osaka-based I-ne Co/www.i-ne.co.jp which developed Chill Out.

I-ne Co is best known as a beauty tech company whose portfolio includes the botanical lifestyle brand Botanist and beauty home appliance brand Salonia.

Chill Out, which bills itself as a ‘next-generation relaxation drink’, was released initially by I-ne in November 2016.

It contains hemp seed extract, theanine, GABA, a raft of different vitamins and folic acid. It is caffeine-free and uses only sugar derived from fruit juice.

“Coca-Cola Japan is constantly looking for new innovation opportunities and partners that will accelerate their realisation in order to continue to grow in the ever-changing Japanese market,” said Matthew Mitchell, CCJ’s VP new business development.

“I-ne Co was impressed with the ability to execute and express for growth, the ability to explore, and the attitude to actively challenge new opportunities, all based on a strong entrepreneurial spirit. These are values that lead to the ‘growth mindset’ that we value most.

“We look forward to seeing this partnership as a precedent for a new business model that creates innovations that leverage each company’s strengths.”

Intriguingly, the Endian name has its origins in Gulliver’s Travels where the Big Endians and Little Endians have a confrontation based on which end they break boiled eggs.

“Say the JV background notes (our translation): ‘The joint company Endian puts in the company name the desire to contribute to the realisation of a society where there is no conflict, respect for the differences, and a society where people can hold hands with each other, with a little difference in the way of thinking and appearance.’

Cross-over health beverage

**VIETNAM** Kirin Holdings’ group company Interfood/www.wonderfarmonline.com in Vietnam has released Kirin iMUSE, using lactic acid bacteria.

An explanatory note from Kirin (our translation) says ‘we have launched a business that connects medicine and food, which is an intermediate field between the food field (alcoholic beverages and beverages business) and the medicine field (pharmaceutical business), and has started a wide range of initiatives.

‘As one of them, the iMUSE brand using the Kirin Group’s original material plasma lactic acid bacteria has been developed across the group mainly in Japan, and various proposals are being made.

“We are planning a Southeast Asian strategy for the iMUSE brand, and this time we will launch a new product in Vietnam’.

The Vietnamese version of Kirin iMUSE has a taste of yoghurt and lemon, with a refreshing aftertaste.

It is packed in 280ml PET.

Number 1 renaissance

**MONACO/FRANCE/UK** Brand design agency Brandality has created a new identity for Number 1/www.number1.com, described as ‘a premium, zero sugar and calorie sparkling, functional drink, powered by energy enhancing ginseng, B-vitamins and biotin’.

The re-launched product is now available in Monaco (where it made its debut in style) and the south of France; it is being test-marketed in Chelsea and will be rolled out soon in the UK.

Number 1 is the brainchild of former beauty industry expert Simon Gook – also a keen cyclist – who wanted to create a hydrating, natural functional drink that would fill a gap in the market between sparkling water, vitamin drinks and sugary, carbonated energy drinks.

The new packaging design includes clear nutritional credentials and a graphic wave element to signal hydration.

“We used a combination of consumer workshops and market analysis to distil Number 1’s brand positioning and key USPs to create impactful branding that is premium and fresh-looking but also clearly communicates its natural energy proposition.”

Said Gook: “Number 1 is a refreshing, natural energy drink that can be enjoyed alone as a soft drink, or paired with spirits as a fabulous, naturally-healthy mixer. When we originally launched it, we made the mistake of using an agency that usually specialises in the perfume business.

“While it created stylish branding and packaging, it was so minimalistic that no-one knew what it was, or how it was different to other sparkling drinks on the market. I had two or three meetings with Adam and his team, and the creative direction evolved from there.

“The feedback on the new cans has been absolutely phenomenal.”
Protein Passion smoothies

**UK** Cold pressed juices and smoothie brand Savsé [www.savse.com](http://www.savse.com) has added Protein Passion to its HPP protein smoothie range.

This combines high quality whey, turmeric juice and coconut milk with a selection of unpasteurised fruits including apple, mango and passion fruit.

“With Protein Passion our aim was to bottle up a deliciously nutritious protein drink that helped consumers lead a healthier lifestyle; helping them achieve their 5-a-day goal and experience exciting ingredients like turmeric,” said Paul Gurnell, chief executive of Savsé.

“They’re more, the majority of other protein drinks on the market offer an extremely high level of protein content of around 20g which is only really useful for those people focusing on extreme exercise.

“Protein Passion and our existing Protein Punch range have 10-12g of protein which are fantastically positioned to attract the consumer simply looking to lead a healthier lifestyle.”

Savsé’s entire range is made from 100% natural ingredients with absolutely no added sugar and use a special, small-batch, high pressure process (HPP) to preserve its drinks. This maintains the nutrient content of the fruit and vegetables as well as the full taste, the brand claims.

Collagen sparkling tea

**USA** Billing itself as ‘the first-ever collagen sparkling tea’, SkinTe [www.skinte.com](http://www.skinte.com) has debuted its first caffeine-free flavour: Hibiscus Vanilla.

This joins Green Tea Grapefruit and White Tea Ginger in the SkinTe stable.

‘The drink is lightly carbonated and rosy in hue with hints of real vanilla extract. Anchored by the SkinTe Equation, Hibiscus Vanilla combines 3000mg of kosher, grass-fed collagen peptides and powerful super-herbs such as hawthorn berry, passion flower, horsetail and nettle root at the heart of the recipe.

‘Feelings of enhanced sexiness and calm energy, plus radiant skin, aided digestion, soothed joints, deeper sleep, and a supported immune system are now all available with one sparkling sip.

Formulated by a doctor and made delicious by a chef, all flavours are paleo-friendly, low carb and contain no gluten ingredients, artificial sweeteners, dairy, soy or dyes.

“Founded by three women (the doctor, the chef, and a ‘business brain’). SkinTe say they are on a mission to unleash health and beauty from the inside out every day.

Each drink contains ‘smart ingredients to fuel your body with a delicious boost of vitamins, minerals and antioxidants’, along with the collagen peptides and herbs.

Functional clear cola

**JAPAN** Suntory Foods International [www.suntory.co.jp](http://www.suntory.co.jp) has introduced Pepsi NEX II, a clear cola for specified health use.

It is the second cola approved for specified health use to be produced by Pepsi Japan – the first was released in 2012 – and hence the name, suggesting an advance in the concept.

The clear beverage is claimed to have a lighter and cleaner taste than ‘ordinary’ cola and has been made possible by technological advances, notes Suntory.

Approval for specified health use is emphasised on the 490ml bottle’s label with the insignia appearing both in the main design and the upper section where health claims are outlined in brief.

The black and gold colours deliver an element of gravitas while not detracting from the drink being a refreshment as well.

Suntory explains the health proposition: ‘This product, due to the action of indigestible dextrin (dietary fibre), suppresses the absorption of fat ingested from the meal, increases the discharge, and moderates the increase in blood neutral fat after meals.

‘It is useful for improving the diet of people who tend to eat fatty meals and those who are concerned about blood neutral fat.’

Organic probiotic teas

**USA** The Living Apothecary is offering a range of probiotic teas, combining iced tea with kefir water.

Flavours include Hibiscus Apricot, Red Raspberry Leaf Ginger, Peach Black Tea, White Tea Lavender, and Mango Green Tea.

“Our artisan teas taste great and also offer a unique, healthier alternative to traditional iced tea and a non-carbonated option to kombucha with just as many probiotics,” said Shari Stein Curry, co-founder and chief executive of The Living Apothecary.

“Besides providing a ‘chug-worthy’ beverage that’s enjoyable to drink, as we move into stores throughout the country, we’re excited to have the opportunity to reach so many more consumers and educate them on what kefir water is and why it’s so good for you.”

She points out that kefir water is one of the world’s oldest naturally fermented beverages. “It’s brewed by combining water kefir grains – colonies of live bacteria and yeast – with sugar, water and minerals. Kefir water is a traditional probiotic beverage that is fermented over a short cycle and produces billions of beneficial bacteria cultures. It’s naturally caffeine free and has a palateable sweet, mild flavour.”

The Living Apothecary [www.livingapothecary.com](http://www.livingapothecary.com) was formed in Oakland in 2012 by Traci Hunt and Shari Stein Curry. With a shoestring budget, a small incubator kitchen, an even smaller delivery van, and a weekend farmers’ market, Hunt and Curry took a leap of faith with the seed of an idea, that they could make healthful beverages for the community.
RTD Teas & Coffees

Seasonal firsts for Chameleon

USA Chameleon Cold-Brew, one of the early producers of premium bottled cold brew coffee, is offering its first-ever seasonal products: Pumpkin Spice Oat Milk Latte and Gingersnap Oat Milk Latte.

Both come in 46oz bottles with appropriate seasonal graphics and the increasingly familiar chameleon.

The Pumpkin Spice features organic cold brew blended with oat milk and warm autumn flavours, while the Gingersnap’s cinnamon, nutmeg and molasses notes are aimed at reminding consumers of the classic holiday cookie.

Chameleon Cold Brew say the blends ‘offer a plant-based option for consumers looking for a high-quality, nostalgic seasonal drink that also showcases Chameleon’s exceptional coffee standards’.

Commented Matt Swenson, chief product officer: “These two flavours deliver Chameleon’s signature cold brew taste with a delicious holiday spin.”

Founded in 2010 and based in Austin, Texas, Chameleon Cold-Brew www.chameleoncoldbrew.com is USDA organic, expertly crafted and ‘deeply committed to providing an exceptional coffee experience rooted in transparent, sustainable practices.’

The company prides itself on its sustainability platform, stretching across the supply chain.

‘By establishing relationship-driven projects in Peru, Myanmar, Guatemala and Colombia, Chameleon forges lasting relationships and invests in the coffee communities to empower farmers and producers with the skills to create better, more responsible coffee.’

Chameleon Cold-Brew is a partner of World Coffee Research www.worldcoffeeresearch.org

Yuzu tea for colder months

JAPAN DyDo Drinco www.dydo.co.jp has added two interestingly different products to its RTD teas range, in time for the colder months of autumn and winter. Both are in robust 280ml PET bottles and are primarily intended for consumption hot.

They are being marketed through vending machines nationally.

Wachikogochi Yurazumon and Luxury Incense Healing Time Jasmine Tea also both carry labels of intricate graphic design, suggesting the warmth of tea, with the former’s label depicting yuzu fruit and lemon while the latter features jasmine blossoms.

The yuzu juice is sourced from Kochi Prefecture where the fruit is popular as an autumn/winter guard against sniffles. A touch of sweet honey and a squeeze of lemon further the feeling of warmth.

DyDo Luxury Healing Tea Jasmine Tea is not a functional beverage as such but its botanicals – including high-grade ginseng tea leaves – have been chosen to deliver a ‘feeling better’ taste and aroma.

Indulgent meal in bottle

USA Nutrition brand Huel www.huel.com has released a ‘rich and indulgent’ chocolate RTD on the US market. It is being marketed as ‘a complete and affordable meal in a handy bottle’.

Huel, which has sold over 45 million meals worldwide and is available in over 80 countries, recently launched in the US and offers a wide variety of RTD meals and powders (including gluten-free options), making nutrition fast, easy and affordable.

Huel RTD is also available in both smooth vanilla and sweet berry flavours.

Each bottle of Huel RTD is made using ultra-fine oats, tapioca starch, pea protein, brown rice flour, MCTs from coconut and flaxseed. Huel says it adds a unique blend of essential vitamins and minerals, to make the drink a balanced, nutritionally complete meal. The new chocolate Huel Ready-to-drink contains 400 calories, making it suitable as a meal or snack.

“As Huel continues to rapidly grow around the world, we are constantly listening to our customers to deliver the flavours and products that meet their needs and palates,” said Julian Hearn, founder of Huel.

“The launch of Huel’s chocolate RTD in the US is one of our biggest product launches ever and we know that the American market will love the flavour and appreciate getting complete nutrition right out of an easy to drink bottle.”

Huel’s name derives from a combination of human and fuel.

Organic hibiscus tea

USA Trader Joe’s www.traderjoes.com is upfront that the Trader Joe’s Organic Hibiscus Tea and Lemonade was inspired by the classic golfer’s drink – a combination of refreshing iced tea and tart lemonade – but insists its take on the concept is exclusive, unique and special.

‘Our supplier first cold-brews Hibiscus Tea, made from water and organic hibiscus flowers. To the tea is added Lemonade, made from organic lemon juice and organic cane sugar. The mixture is tea-dominant – about 96% tea to about 4% lemonade.’

The drink is being touted as a good hydration aid during and after sports but Trader Joe’s points out it’s just as well suited to leisurely lunches and the like.

A key selling point is its low sugar: 8g per 16oz bottle.
Caribou goes RTD

USA Following the example set by many another coffee house brand in North America – and elsewhere – Minneapolis-based Caribou Coffee www.cariboucoffee.com has responded to requests by its aficionados to go RTD.

The Caribou signature cold brew is brewed slowly for 12 hours.

Three variants of RTD are currently available: Cold Brew Black Coffee, Cold Brew Original Crafted and Cold Brew Vanilla Crafted. As their names suggest, Original Crafted has a hint of cream and real sugar while Vanilla Crafted features a touch of cream and vanilla.

All are in 11.5oz cans.

“We are confident our new beverages are positioned to be the best in the RTD coffee market, and they are packaged in a way that only the Caribou brand can deliver,” said Jenifer Hagness, VP of global marketing at Caribou Coffee.

“Life is too short for bad coffee!”

Founded in 1992, Caribou Coffee is the second largest company-operated premium coffeehouse in the United States with over 300 company-owned locations nationwide. Caribou Coffee also has more than 120 licensed locations in 22 US states, and over 270 international franchise stores in 11 countries.

Black beans + brown rice

JAPAN Ito En www.itoen.co.jp has added a Black Soybean & Roasted Rice health tea to its RTD portfolio.

The fragrant tea has a mellow, rather sweet taste, created by blending Japanese black soybeans with brown rice. The process also delivers a gentle aroma.

Each bottle contains 15mg of soy isoflavones. Its 500ml PET bottle sports an attractive dark-coloured sleeve with the contents identified in both Japanese and English.

Prime target of the Ito En Black Soybean & Roasted Rice RTD is working women, with research showing they not only want to be refreshed but are also increasingly aware of beauty and health which they do not want to suffer from work.

Premium mango smoothie

INDIA Barista Coffee Company www.barista.co.in has joined with Hitachi Air India to launch the Hitachi Alphonso Smoothie. The partnership has delivered a product that is premium both in taste and appearance.

Not surprisingly, it has been described as a unique marketing initiative.

The Alphonso mango is one of the most sought after varieties in India where mangoes are a lifestyle mainstay across all economic and age demographics, with mango juice from several major (and a lot of smaller) producers achieving enormous annual sales, as we report from time to time.

To create the Hitachi Alphonso Smoothie the premium fruit is blended with vanilla ice cream and milk.

Say the product notes from Barista: ‘Inspired by the cool air philosophy of Hitachi, the drink is commissioned to give patrons the much-needed relief from the scorching heat. The smoothie is deemed as a perfect refresher which takes care of the internal heat while the Hitachi Air conditioner weaves its magic from the outside.’

Puneet Gulati, Barista’s chief executive, said the partnership with Hitachi is a pleasing innovation and the company is looking to further such link-ups.

Established in year 2000, Barista Coffee Company has over 230 Barista Cafes and Barista Express Kiosks across India including its franchised sites. Besides India, Barista Coffee also has cafés in locations across Sri Lanka and Maldives.

Hydrogen-infused teas

USA H2Beverages www.h2bev.com has expanded its portfolio of hydrogen-infused beverages with the addition of three hydrogen-infused teas under the Hydro Brew brand.

“We continue to bring our hydrogen-infusion technology to new functional beverage categories where the effects of hydrogen can enhance the functional claims – both in terms of speed and efficacy,” said Kurt Ruppman, H2Beverage’s chief executive and the company’s principal product innovator.

not be more excited to share this new portfolio with consumers,” said Jennifer Hagness, VP of global marketing at Caribou Coffee.

“The Caribou brand is the perfect combination of playful and premium – we take our coffee seriously in the North, but not ourselves. Beyond developing great tasting coffee, the new RTD portfolio also allowed us to explore a new creative design with our iconic Caribou logo.

“There is too short for bad coffee!”

Founded in 1992, Caribou Coffee is the second largest company-operated premium coffeehouse in the United States with over 300 company-owned locations nationwide. Caribou Coffee also has more than 120 licensed locations in 22 US states, and over 270 international franchise stores in 11 countries.

Hydro Brew teas have been under development for more than one year, he explained.

“We have seen a range of benefits from Hydro Brew, including increased energy, reduced inflammation, and enhanced focus and alertness.”

With a production line ability to infuse hydrogen at levels up to five parts per million, H2Beverages expects the innovations to continue.

“We are committed to building the H2Beverage brand, but we remain open to teaming with existing brands to bring hydrogen infusion to their products,” said Ruppman.

“As an example, we are working with a European company to bring hydrogen-infused products under their label to their customers in Europe and the Middle East.”

H2Beverages is based in Plano, Texas. The company employs its proprietary hydrogen-infusion and other technologies to produce beverages both for its own H2Beverage brand and for private label customers.

Hydro Brew and other H2Beverages products come in 8.4oz cans and can be purchased primarily on-line, with retail store distribution getting under way.
Dairy & Alternatives

Single serve Milked Oats

USA Elmhurst 1925 www.elmhurst1925.com has introduced single serve Milked Oats, an 11 oz version of its familiar 32oz Milked Oats. 

It follows exactly the same formula as its big brother, featuring five simple ingredients: oats, water, cane sugar, natural flavours and salt. Each carton is free of added gums or oils, contains 28g of whole grains per serving and is stamped by the Whole Grains Council.

“In response to consumer demand for a smaller, more portable version of our popular Milked Oats, we’re excited to introduce single serve Milked Oats to people who want to take their oat milk on-the-go more easily,” said Peter Truby, VP of marketing at Elmhurst 1925.

“Portioned to be consumed in one sitting and shelf-stable, single serve Milked Oats gives oat milk fans a healthier option that’s easy to take on the road wherever their life takes them.”

Activia live culture smoothies

UK Danone’s Activia brand www.danoneactivia.co.uk has rolled out a new range of live culture smoothies.

The drinks are being marketed as a good source of calcium, protein and fibre. Each 250ml bottle contains no added sugar.

They are available in two flavours: orange fruit & veg (a blend of Activia yoghurt with mango, peach, carrot, date & linseed); and red fruit & veg (a blend of Activia yoghurt with strawberry, blueberry, beetroot, pomegranate, persimmon & chia seeds).

“We are continually adapting our range of fermented products to ensure that we are meeting evolving consumer demands,” said Ben Kind, Activia brand manager at Danone UK. “We know that younger consumers in particular want both nutrition and convenience – rather than having to choose between one or the other.

“Our live culture smoothies will launch in a convenient bottle format, ensuring that this delicious and nutritious product can be enjoyed on-the-go.”

Kind described the range as a “big step change for Activia, entering into a new category and shelf position. We’re confident our brand credentials and fantastic new range will open up great potential to leverage the growth of fermented products.”

Activia’s live culture smoothies launch period is supported by a nationwide media campaign with a focus on digital, influencer and shopper activation.

Natural milk = natural packaging

UKRAINE The Radyvylivmoloko dairy has migrated its fresh milk to Elopak Natural Brown Board cartons and removed all closures, aiming to emphasise the product’s naturalness.

“For Radyvylivmoloko, its most natural milk required the most natural packaging,” says Denis Korotkih, Elopak Ukraine. “Therefore, this carton with no closure, and made from Natural Brown Board is made using less plastic and more sustainable materials.”

The dairy, which is based in the western part of Ukraine, plans to also launch other products in the new cartons including Kefir, Cream and Ryazhenka – all of which are produced with the same natural method.

“This is one of the first Pure-Pak® cartons with Natural Brown Board to be launched with no closures and reflects an increasing trend towards more natural and sustainable packaging for eco-friendly brands,” said Korotkih.

Radyvylivmoloko was founded in 1995 by Hrysyuk Anatoliy Ivanovych and has gone from being a niche producer to a well-known regional supplier.

Its name might seem unwieldy to western observers but makes straightforward sense in Ukraine: Radyvyliv is the name of the town where it was founded and moloko means milk.

However, when the company began looking to export markets a couple of years back it was decided the name might be daunting to some buyers unfamiliar with Ukraine’s geography or language. Instead, the marketing team turned to A One www.aonedairy.com and is slowly building up export sales with a goal of hitting 50% of production by 2020 or 2021.

Farmhouse flavour returns

SINGAPORE 7-Eleven Singapore www.7-eleven.com.sg has brought the Farmhouse Peppermint Chocolate milk back to market, citing popular demand as the reason.

The flavoured beverage uses milk from Australia as its primary ingredient.

A new 490ml pack size has been chosen for the Peppermint Chocolate revival.

7-Eleven has warned this is a limited edition, telling customers via social media channels to get in ASAP.

To advertise contact: advertising@softdrinksinternational.com
SEA debut for Yili sub-brand

**SINGAPORE** Yili Group [www.yili.com](http://www.yili.com) has introduced AMBROSIAL as a sub-brand in Southeast Asia. The line was launched at a ceremony in Singapore where Yili also announced the cooperation between AMBROSIAL and Alfa Romeo F1 Team. Team principal Frederic Vasseur and Kimi Raikkonen, one of the drivers, took part in the launch.

“Yili’s decision to introduce AMBROSIAL in Southeast Asia originated from the goal of integrating high-quality resources globally to provide healthy food options for customers worldwide,” explained An Lei, VP Yili Group.

“AMBROSIAL strives to bring rich and creamy indulgence to life. The market entry into the Southeast Asian market is a new step for Yili Group to reach larger groups of consumers around the world. It is also a new initiative for Yili to promote a healthy lifestyle and sustainable development in Southeast Asia.”

The creamy Greek-style drinking yoghurt is produced with a signature yoghurt culture developed by the Agricultural University of Athens, Greece.

AMBROSIAL launched in China some six years back and Yili reports it is now achieving annual sales of over US$1.97 billion.

For the SEA market, AMBROSIAL is offered in three packaging variants – Tetra Pak, Tetra Top and PET bottle – as well as a choice of five flavours: Original, Blueberry, Strawberry, Yellow Peach & oats, and Mango & Passionfruit.

Yili says it plans to release further beverages and other dairy lines in SEA markets.

Change4Life upported

**UK** Yazoo Kids [www.yazoo.co.uk](http://www.yazoo.co.uk) is supporting Public Health England’s Change4Life which encourages families to eat and drink more healthily by changing to lower sugar options.

“Supporting Change4Life was a no brainer – not only do we share the same target audience of families with 4-11 year olds, we want to achieve the same thing in making it easy for families to make healthier choices,” said Kate Allison, Yazoo’s marketing manager.

“We’ll be using the ‘Good Choice’ badge throughout our Yazoo Kids No Added Sugar marketing material to make it simple for families shopping the category.”

She pointed out that “strawberry and banana Yazoo Kids aren’t just tasty, they contain less than 100 calories per bottle and have no more sugar than a glass of semi skimmed milk, while providing a lot of the same goodness, including calcium, protein and Vitamin B2”.

Roasted almond milk

**JAPAN** Marusan-Ai [www.marusanai.co.jp](http://www.marusanai.co.jp) has added Roasted Almond Milk Original to its Daily Delicious stable. This is a sweetened version.

At the same time, the company has relaunched Roasted Almond Sugar Free with new packaging and an amended name.

Both are promoted as having ‘plenty of vitamin E’ and a ‘flavourful taste of roasted almonds’. The new sugar free variant is also being suggested for cooking as well as drinking as-is.

The two almond milks are offered in colour-coded 200ml and 1-litre packaging.

Sprod offered at Waitrose

**UK** Waitrose & Partners [www.waitrose.com](http://www.waitrose.com) is now selling a pea-based milk alternative, Sprod, which was launched on the Swedish market in 2018.

The retailer says the dairy alternatives category has seen a 16% YOY increase driven by nut milks and searches on Waitrose.com for popular alternatives such as oat milk are up 68% and kefir up 31% compared to last year.

Sprod is made from yellow peas, grown in southern Sweden. These are rich in protein and contain useful amino acids. They also have the added benefit of being very efficient to cultivate and harvest, needing little water – around a third less than soy and ten times less than almonds – and only a small area to grow.

The peas are dried which makes the protein easier to extract, this is then mixed with gluten-free oat oil, natural agave sweetener and vitamins.

Sprod Original Drink is nut, lactose, gluten and soy free. Low in fat and sugar and is claimed to have two times the amount of protein of oat milk and five times the protein of almond milk.

Sprod Barista has the same neutral taste as Sprod Original but foams and froths easily. The creamy neutral taste makes it ideal for coffee and other hot beverages.

To deliver the brand’s goal of having a low carbon footprint, Sprod has been designed to have 365 day shelf life, avoiding unnecessary chilled distribution and reducing wastage.
Protein & Coconut

USA Harmless Harvest www.harmlessharvest.com has added a new line of plant-based snack drinks under the Protein & Coconut banner. Made with a blend of plant proteins including pea, sunflower and pumpkin, the drinkable snack also has notable amounts of fibre and MCTs.

It comes in three flavours: Chocolate, Vanilla Spice, and Toasted Coconut.

“Protein & Coconut builds on the integrity of the Harmless Harvest coconut portfolio by continuing to uphold our Fair for Life commitment of social accountability and fair trade within our supply chain,” said Heather Cutter, SVP brand, innovation, and marketing at Harmless Harvest.

“Plant-based eaters finally have access to a drinkable snack that not only tastes amazing but is also nutritionally balanced with recognisable ingredients.”

Lifeway adds Kefir Minis

USA Lifeway Foods www.lifewaykefir.com used the mid-September Natural Products Expo East 2019 in Baltimore to showcase its new Kefir Minis, also highlighting the Plantiful range which won an award at the show’s West Coast equivalent earlier this year.

Kefir Minis will be offered in 3.5oz bottles with four flavours, including Campfire S’mores and Strawberry Split.

“The introduction of our Kefir Minis and Plantiful Kids pouches reflects our commitment to creating healthy, probiotic products that will be enjoyed by younger generations and those on-the-go,” said Lifeway Foods chief executive Julie Smolyansky. “We’ve uncovered market opportunities to fulfill consumer demand for smaller portion sizes and plant-based probiotics for kids.

“These strategic additions will round out our portfolio and introduce new families to the Lifeway brand.”

Like Lifeway’s ProBugs kefir for kids, Plantiful Kids comes in a soft squeeze pouch and features a no-spill spout.

Lifeway’s fermented dairy and non-dairy products are now sold across the United States and in Mexico, Ireland and the United Kingdom.

Soya Farm expands

JAPAN Pokka Sapporo Food & Beverage Co www.pokkasapporo-fb.jp launched a new flavour – sweet soy milk – under the Soya Farm brand, on September 30.

At the same time it rejuvenated the packaging for earlier variants under this brand, giving the whole line-up more prominence as Pokka Sapporo moves to expand its plant-based portfolio.

The company says that while soya drink consumption has been trending upwards in Japan, the scope for growth is still substantial. Key drivers will be encouraging Japanese consumers to choose soy drinks in a broader array of environments and also to build a wider ranging demographic foundation.

It also hopes to encourage women in their 20s to 40s to see soy beverages as ‘cute’ and tasty.

For its part, it will feed more soy beverage product into the market, with fresh and innovative tastes.

Yola cereal drinks

KENYA Cereal producer Capwell Industries www.capwell.co.ke has leveraged its wide-ranging familiarity with cereals to expand into cereal milk drink production, installing a dedicated packaging line in a development costed at over US$2.5 million.

Cereal milk drinks are becoming increasingly popular throughout much of Africa and Capwell Industries is keen for its Yola range to drive category growth in Kenya.

Yola has launched with two sizes: 250ml and 450ml. Four flavours are currently offered: Vanilla, Strawberry, Mango and Banana.

“Capwell Industries has now become a fully-fledged food and beverage company with the introduction of Yola as our first foray into the cereal milk drink and thus beverage category,” said Rajan Shah, Capwell’s group chief executive.

“This is a strategic growth move that we have taken to expand the line of products we offer in response to an evolving Kenyan food culture.”

Marketing strengths for Yola include its healthy aspects and affordability, Shah noted. The range does not require refrigeration, has a long shelf life of up to six months, offers energy and proteins and is fortified with essential vitamins and minerals.

“Yola Cereal milk drink is a first-to-market, leading-edge trend to quench both hunger and thirst at the same time.”

Capwell plans to develop the category further.

Mini Lady at low cost

MALAYSIA Dutch Lady www.dutchlady.com.my has had a good market reaction to its new Dutch Lady Mini – a 125ml pack priced at a low RM1.

The packaging variant, suitable for school lunches and on-the-go quick snacks, is available in chocolate flavour only.

Sales are focused on traditional trade outlets.
Elsie goes to the State Fair

**USA** Borden Dairy [www.bordendairy.com](http://www.bordendairy.com) has produced limited edition flavoured milks for the State Fair of Texas, all prominently featuring the brand’s ‘spokescow’ Elsie who enjoys a high profile in Texas, Louisiana, Mississippi and Alabama. Her presence on the bottles is particularly appropriate because she has been at the State Fair since 1946, attracting crowds of loyal folk – oldies as well as youngsters – to the Borden booth.

The flavours are appropriate to a State Fair, too: Cotton Candy, Banana Taffy and Blueberry Cobbler.

Borden is taking part in the fair this year in a new booth shared with Dairy MAX’s Dairy Discovery Zone [www.dairydiscoveryzone.com](http://www.dairydiscoveryzone.com) to promote farm families and educate visitors about dairy farming.

“We are excited to return to the Fair and give our neighbours a glimpse into the Borden innovation lab to sample some unique new milk flavours,” said Borden CMO, Joe DePetrillo. “The company is focusing on innovation driven by consumer insights, and these flavours were actually selected through a voting process among Borden’s social media fans this summer.”

180g and 4-pack for Yop

**UK** General Mills [www.generalmills.co.uk](http://www.generalmills.co.uk) has given its Yop drinking yoghurt brand an overhaul, introducing a 180g bottle in Strawberry and Tropical flavours.

This builds on the success of the 500g packaging. Yop has done very well in the UK since migrating from France.

The 180g format is already available in Eire.

Intense colours are a feature of the 180g packaging, carrying over to the 4-pack whose graphics stress that the product is a ‘source of calcium’.

General Foods UK is spending heavily on promotions. “We haven’t invested this significantly in the brand for years,” said brand manager Rosanne McDonnell. “It is already really popular, so we’re excited to see what new heights the brand can go to with the updated look and format.

“Expanding into the multi-pack format gives us the opportunity to introduce a new on-the-go shopper to the category, as well as appealing to larger families.”

Yop is part of the Yoplait family [www.yoplait.co.uk](http://www.yoplait.co.uk)

Organic Valley Ultra

**USA** Organic Valley [www.organicvalley.coop](http://www.organicvalley.coop) has introduced Ultra organic ultra-filtered milk. This is offered in four 56oz packs: Whole, Reduced Fat, Chocolate and Skim.

The ultra-filtered milk category has been rapidly gaining in popularity in North America over the last several years, Organic Valley points out, but the category has been largely sourced from non-organic farms.

“Not only does Organic Valley Ultra provide consumers with an organic, ultra-filtered product they can feel good about buying and consuming, it ensures we can support our cooperative’s mission to save small family farms by marketing their organic products,” said Bob Kirchhoff, chief executive of Organic Valley.

“It also further affirms our commitment to ensuring that all of our animals live happy, stress-free lives.”

Organic Valley is America’s largest cooperative of organic farmers and a major American organic brand. Organised in 1988, it represents nearly 2000 farmers in 34 US states and currently has over $1.1 billion annually in sales.
Unlike some beverage trends, the renaissance of the premium mixer in the past five+ years was seen by few as a passing fad. It was based on memories of stylish drinks mixology (not that the word existed then!) in the 1930s and more recent periods when the ‘good life’ sparkled amidst more prosaic realities beyond the bar.

It’s no accident that many of today’s buoyant premium mixers evoke a classic feel. Indeed, some of them lay claim to a genuine history in the manufacture of top-end soft drinks while others have successfully conjured up such an atmosphere from less tangible storylines.

As a few brands have long done – Schweppes for example – there is opportunity to be mined in not only pleasing bar staff and their patrons within off-premise channels but also positioning the same product as enjoyable at home, either as a mixer or simply as a straight drink.

While one or two start-ups in recent times have progressed but slowly, most have prospered and have been able to attain price points welcome to both the on- and off-premise retailer while being accepted as reasonable by consumers willing to pay a little more for very evident style.

The future looks bright, perhaps with the one proviso that over-loading either the product choice or price might tarnish the glamour.

Among recent developments in the category…

Fitch & Leedes
Stepping out with a new retro look, South African brand Fitch & Leedes www.fitchleedes.co.za has introduced Grapefruit Tonic, promoted as ‘a breath of fresh air when paired with premium gin, vodka or tequila’.

Among those lined up to give their approval is Lucy Beard of Hope on Hopkins, a well-known craft distillery in Salt River, a suburb of Cape Town.

“A great addition to the Fitch & Leedes line-up, the new grapefruit tonic is the perfect balance of bitter and sweet and makes for a crisp, refreshing G&T,” she says. “We love it with our African Botanical Gin, previously known as our Salt River Gin, where it adds a fresh citrus tanginess to balance the fynbos botanicals.”

Fitch & Leedes Grapefruit Tonic is available in 200ml cans as well as the 200ml glass bottles.

Square One Organic
The US makers of Square One Organic Spirits have added a hand-crafted portfolio of certified organic cocktail mixers.

Proud to be a woman-owned company (a growing trend in the world beverage business), Square One’s business philosophy is based on seeking out eco-friendly choices in all parts of the business, including using soy inks, FSC certified and carbon neutral face labels, wind-power at the distillery and designing a bottle that is stylish enough to be reused.

“As the market for craft cocktails and conve-
nience grows, along with consumer desire for higher quality and more complex cocktail options, a line of cocktail mixers handcrafted with Square One’s respect for the ingredients was a natural extension for us,” said Allison Evanow, founder and chief executive.

Effort has been taken to reduce the amount of sugar – without resorting to artificial sweeteners – so the mixers allow the complex flavours of their natural ingredients to shine through.

Five flavours are offered in the mixer range: Bloody Mary, Lively Lemon, Luscious Lime, Pink Daisy and Spicy Ginger Syrup.

Evanow is particularly enthused by the potential of the Ginger Syrup: “Our Ginger Syrup tastes like real ginger because we used actual ginger juice instead of flavouring. It is also the only 100% certified organic option on the market and makes a delicious ginger beer, whether using home carbonation kits or in the on-premise.”

**TwelveBelow**

A British newcomer is TwelveBelow which is producing a premium low-sugar mixer range made with ‘a dash of’ organic agave.

Four flavours are in the initial tonic water line-up: Classic Premium, Apple & Garden Mint, Pear & Cardamom, and Rhubarb & Ginger.

“Our tonics have been developed to not only complement a whole host of spirits, but to taste great as a standalone drink without the high sugar content,” said Mel McNelly, co-founder, with husband Ross.

“We understand that the modern drinker is looking to enjoy a delicious drink but is more health-conscious than ever. TwelveBelow genuinely delivers on that need.”

Among accolades is this comment from Pip Brill, Peterley Farm Shop: “The tonics are now a really popular drink sold in our farm shop, with many favouring it as a more sophisticated soft drink alternative.”

TwelveBelow is based in verdant and historic Hughenden Valley, Buckinghamshire.

**Taffer’s Mixologist**

US hospitality, nightclub and bar entrepreneur, consultant, author and high-profile TV personality Jon Taffer has developed a range of simple, high quality mixers under the banner Taffer’s Mixologist which are mixologist-tested. The initial line features Bloody Mary, Cosmopolitan, Margarita, Mojito, Piña Colada, Skinny Margarita, and Strawberry Margarita.

“We wanted a product that was not only delicious, but an authentic premium experience. That can only be accomplished by using high quality, natural ingredients,” said Taffer.

“As important as what goes into our mixes, is what we did not add: no artificial preservatives. Not only does that create a better taste profile, but we also used healthy ingredients like monk fruit to deliver a product that has amazing flavour and is lower in calories than some other brands.”

Van Flanderen agreed: “The key to making the perfect craft cocktail is fresh ingredients, quality spirits and balance. The latter requires experience, skill and time. It takes extensive training and education to make a recipe taste consistently great.

“Taffer’s mixers have been meticulously balanced and use fresh quality ingredients. Cocktails will taste consistently delicious every time. It’s like having an experienced mixologist in your own home.”

Launched.LA says it ‘conceives, explores, and launches healthy lifestyle next-gen brands offering premium but affordable choices in digital, retail and beyond. Launched.LA works with other passionate thought leaders to deliver on the promise that everyone deserves access to healthier alternatives, made available through easily accessed mass sales channels for all.’

“...“Our tonics have been developed to not only complement a whole host of spirits, but to taste great as a standalone drink without the high sugar content”...
**Fentimans Light**

Fentimans [www.fentimans.com](http://www.fentimans.com) has launched a light sub-brand. The launch line-up features an updated version of the brand’s Rose Lemonade, Sparkling Elderflower and Sparkling Raspberry. The drinks are created using milled ginger root and selected botanicals that are fermented for seven days.

Available in a single and four pack format, each drink in the light range contains less than 60 calories per 250ml bottle, no artificial sweeteners and a reduced sugar content of 4.8g per 100ml.

“At Fentimans, great flavour is our number one objective, so we have worked long and hard on the new recipes to ensure we can deliver a lighter option of our classic drinks, with absolutely no compromise on flavour.”

**Q Mixers**

Highball cocktail mixer specialist Q [www.Qmixers.com](http://www.Qmixers.com) has formed a partnership with Las Vegas-based mixologist Tony Abou-Ganim [www.modernmixologist.com](http://www.modernmixologist.com)

He will work with key accounts across the US to produce educational videos, extolling the virtues of the perfectly crafted highball, and demonstrate how simple acts of hospitality, like the spectacular serve, can delight patrons and increase profits.

“The highball is a very simple cocktail to make, yet drinks like a classic whiskey highball, Paloma or gin and tonic can often be the most difficult to make correctly,” says Abou-Ganim.

“Ask any bartender and they will say no matter the drink, it’s impossible to make the perfect highball without a great mixer. Q, with its all-natural ingredients and high carbonation levels, brings out the best in premium spirits.”

**Franklin & Sons**

Dating back to Victorian London, Franklin & Sons [www.franklinandsons.co.uk](http://www.franklinandsons.co.uk) has a great back story, talking up ‘a passion for original, great tasting drinks’.

Recently this 130-plus history of passion came to the fore in a new Mallorcan Tonic Water. Taking inspiration from Mallorca, as the name signals, zesty lemon, lime and grapefruit are combined with aromatic rosemary and thyme to create a Mediterranean-style tonic.

The ingredients are blended with spring water, a touch of British sugar beet (less than 5g) and quinine-rich natural cinchona bark extract.

“We developed the new Mallorcan Tonic Water to give consumers a real taste of the Mediterranean summer,” explained the chairman, Steve Perez. “Franklin & Sons remains at the forefront of flavour discovery, taking inspiration from the original Franklin brothers, who travelled the world to source the finest natural ingredients and introduce new, innovative flavours to consumers.

“This ethos continues today and emulates an expedition to the Golden Valley, also known as the Valley of the Orange Trees on the west coast of Mallorca, to source a blend of unique citrus flavours.”

He said the flavours work in harmony with citrus forward gins and add depth to sweeter
flavoured gins. Alternatively, the citrus notes are a good match for vodka, blanco tequila and light aromatic fortified wines.

**Twang michelada mixer**

San Antonio-based family company Twang Partners [www.twang.com](http://www.twang.com) has launched its first liquid mixer: Twang Reserve Michelada Cocktail Mix.

Its formula is 85% juice-based and it uses all natural ingredients including a seven vegetable blend, organic Worcestershire sauce, ancho chillies, real lime juice and no preservatives or corn syrup.

Twang describes it as ‘a top-shelf option for consumers and retailers looking for an authentic, south of the border, Mexican cultural beer drinking experience’.

The michelada is a popular beer cocktail that is native to Mexico, well regarded in Texas and quickly gaining fans throughout the United States. It is sometimes referred to as a milder version of its American cousin, the Bloody Mary.

“We’ve been perfecting this formula for quite some time but with our 33 year reputation on the line, we wanted to make sure we got it right,” said Elyssa Treviño-Gonzales, chief executive of Twang.

The package design features classic calaveras (skeletons) Mexican art, which gained fame during the Mexican Revolution and has seen a recent resurgence in popularity.

Several pack sizes are offered: 16oz and 32oz glass plus a plastic single serve bottle.

Twang is well known nationally in the US for its flavoured salts, sugars and seasonings.

**Powell & Mahoney**


“We improved several margarita mixers with the addition of agave and greatly lowered the calories in our Skinny Margarita,” said KC Com moss, VP business development.

Blood Orange has been renamed Blood Orange Mimosa and Mango Passion Fruit Margarita becomes Mango Margarita. Flavour formulas are unchanged.

“With our classic logo and new vivid fruit illustrations, the newly designed packaging epitomises the fun yet timeless nature of our products,” said Meredith Orfanos, director of marketing.

“Our goal in this label refresh is to better utilise our packaging to create an inviting and exciting impression to encourage consumers to use our products at parties, special occasions, or even small gatherings with friends.”
Fall showcase
for the Coca-Cola portfolio

With the National Association of Convenience Stores www.convenience.org meeting in Atlanta this month (October 1-4) and holding its annual expo, it’s not surprising that The Coca-Cola Company www.coca-cola.com has decided to use the occasion to showcase a huge number of upcoming new product releases in its home city.

Some of these are intended primarily for the North American market but many will be seen elsewhere around the world or already have been.

The special aspect of home city notwithstanding, TCCC has pointed out that the convenience store channel is a particularly effective pathway for new releases and the NACS show, whatever its venue, is the most appropriate mechanism for introduction to retailers and – through spin-off publicity – consumers.

More than 25,000 trade folk attend the NACS expo so the level of exposure is huge.

So is the convenience channel in the US: over 150,000 national, regional and independent stores across the country.

“This is the broadest array of innovations we’ve ever unveiled at NACS,” says JC Harvey, Coca-Cola North America’s director of retail channel strategy and commercialisation. “As a total beverage company, we’re constantly expanding our portfolio by giving people more of the drinks they want in categories, flavours and formats that meet their evolving needs and preferences.

“Variety and choice are increasingly important to shoppers, and nowhere is that truer than in the convenience retail channel.”

Among that variety and choice…

Coca-Cola Energy will launch US nationwide in January in four options: Coca-Cola Energy, Coca-Cola Energy Cherry and their Zero Sugar counterparts. Each 12-oz. can provides 114mg of caffeine, guarana extracts and B-vitamins.

Coca-Cola Cherry Vanilla and Cherry Vanilla Zero will build on the success of Coke Orange Vanilla, which earlier this year became the first new flavour added to the Coca-Cola brand in over a decade. A February 2020 rollout is scheduled, in a variety of bottle/can sizes. TCCC notes that cherry vanilla is the most-poured Coca-Cola flavour combination on Coca-Cola Freestyle and a top choice among consumers.

Peace Tea, a line of iced tea with trendy packaging and a strong brand edge, is adding new flavours to its line-up: Hello Mango and Razzleberry Zer-OH. The newbies will launch in March 2020 in 23-oz. cans and vendable 16-oz. cans.

Dunkin’ Cold Brew Coffee is an extension of the Dunkin’ RTD portfolio. Available in two lightly sweetened flavours – Caramel Black and Midnight Black – Dunkin’ Cold Brew responds to demand for a smoother, less-acidic coffee with less sugar and fewer calories, according to TCCC which points to cold brew being the fastest-growing shelf-stable RTD coffee.

smartwater is introducing four still flavours – Pineapple Kiwi, Strawberry Blackberry, Cucumber Lime and Watermelon Mint – all of which are lightly infused with natural fruit and herbal flavours. smartwater flavours will launch in January 2020.

Simply Tea is a new line of brewed black tea made with not-from-concentrate juice. It is made the ‘Simply Way’ with no added preservatives, colours or flavours. Simply Tea will be available in January 2020 in three varieties: Lemon, Raspberry and Peach.
The Odwalla Zero Sugar line of sugar-free, flavoured smoothies launched in September 2019 with three variants: Vanilla Matcha, Strawberries & Cream and Dark Choco-Berry. TCCC says all three varieties serve as a good source of protein, contain 3g net carbs and are keto-friendly and gluten-free.

Gomega, a new omega-3 superfusion, will launch in January 2020 in three flavours: Berry Acai, Strawberry Guava and Mango Passionfruit. All contain 32mg of DHA omega-3s, 25 calories and no more than 2g of sugar. A good source of antioxidants vitamin C and vitamin E, Gomega is gluten-free, soy-free, vegan, kosher and made with plant-based sweeteners and 100% natural flavours.

Core Power ELITE Strawberry is the latest innovation from the brand of high-protein shakes made with fairlife ultra-filtered milk. Notes TCCC: ‘Like Core Power ELITE Chocolate and Vanilla, Core Power ELITE Strawberry combines 42g of high-quality protein with delicious taste.’ It will be available in January 2020 in single-serve PET bottles.

Coca-Cola Cinnamon is a limited edition holiday flavour available through December. Cinnamon is a top flavour associated with the festive season, especially in the northern hemisphere.

Sprite Winter Spiced Cranberry is a limited-time holiday flavour, providing cranberry with the perfect blend of spices to complement the ‘boldness’ of Sprite. This seasonal innovation builds on the success of holiday staple Sprite Cranberry and the 2019 launch of Sprite Lymonade.
Creamers

a fresh opportunity for beverage growth

The past six months have brought a proliferation of innovation in the coffee creamer category, especially in the United States and Canada where creamers have grown rapidly in recent years.

Given the sales add-on opportunities presented to retailers by creamers, especially in the grocery and convenience channels as well as e-commerce, it will be interesting to see if the strong category growth in North America is echoed in UK/Europe and Asia where interest in creamers is already on the increase.

The foodservice channel is also experiencing an expansion of ready-to-use creamer product, building on the burgeoning barista RTD phenomenon.

While some lifestyle media, bubbling with enthusiasm about the scope and diversity of new creamer releases, have couched their approval in terms of a relatively new phenomenon, coffee creamers are a long-established product.

Certainly they have moved quite rapidly to the forefront in recent times, driven by a wealth of new flavours, production innovations, more appealing and colourful packaging, advertising initiatives and a trend towards tighter pricing in a bid to see them accepted as ‘premium everyday’ rather than luxury.

Creamers are a fusion concept, a crossover between hot and cold beverages, most of them produced by companies already active in dairy and alternatives as well as other soft drink categories.

Among recent developments in North America:

International Delight

This has drawn extremely favourable comment on social media, with many people calling for it to be reworked from limited edition to year-round portfolio status. That’s probably not going to happen, given that the pumpkin pie product explosion in the North American fall is a tradition which, while strong and stable, requires an element of renaissance each year, with a mix of new and returning favourites.

Followers are also calling for more sugar free options year-round and that seems more likely.

International Delight has added several new flavours to its year-round selection, including the recent French Toast Swirl.

Danone NA launched International Delight as far back as 1987, one of the first flavoured, liquid, non-dairy creamers on the market.

Their enthusiasm remains high: ‘There’s an art to the perfect cup, and we celebrate a masterpiece of flavour fantasy every single time. We’re flavour crazy and black coffee just does not exist in our universe. Never has, never will.’

Super Coffee – KITU

In fact, there’s something about creamers and autumn that brings out the creative hyperbole in marketers.

Here’s the call from family-founded Super Coffee/KITU www.drinksupercoffee.com on their Super Creamer line-up: ‘As the leaves change colours and the sweaters are brought out from the back of the closets, similar familiar sights appear signifying the start to the holiday season. With this, seasonal flavours and treats are also abound to spread the cheer.’
'The Super brand from KITU brings the spirit home with the launch of its seasonal line of creamers packaged in the combidome carton from SIG, all to create positive energy in maximising full potential.'

10/10 for a thumbs-up approach.

The Super Coffee/KITU range features Maple Pumpkin, Sweet Cream and Gingerbread Eggnog varieties.

Keto approved, caffeine free, lactose free, and gluten free, the products are also not made with carrageenan and sugar alcohol. On the other end, they are created with high protein, healthy fats from MCT oil, and monk fruit for natural sweetness.

They are packaged in SIG’s 750ml combidome.

Maple Pumpkin and Sweet Cream were released in September, with Gingerbread Eggnog to follow in November.

**The a2 Milk Company**

The a2 Milk Company [www.a2milk.com](http://www.a2milk.com) has added coffee creamers to its stable, building on the surging popularity of a2 milk in the US. It’s the brand’s first new product offering since coming to North America from Australia/NZ in 2015.

Two flavours are currently available: Sweet Cream and Creamy Vanilla, both made with only five ‘simple, natural’ ingredients.

“This is truly an exciting moment for the a2 Milk Company,” says Blake Waltrip, chief executive of the a2 Milk Company US.

“Every day, we hear from people across the country who are able to drink milk again, thanks to a2 Milk. Now we’re broadening ways for coffee drinkers to enjoy real dairy by adding our a2 Milk Coffee Creamers to their morning routine.

“Coffee creamer was one of our top requested products by our consumers.”

**Starbucks and Nestlé**

Not long after launching a range of creamers under the Starbucks [www.starbucks.com](http://www.starbucks.com) and Nestlé [www.nestle.com](http://www.nestle.com) alliance, the partners have added a seasonal Pumpkin Spice Latte.

The new creamer is inspired by the original Starbucks PSL, a fan-favourite beverage that first launched in Starbucks stores 16 years ago and has since become one of the most popular Starbucks seasonal lines of all time.

A wide range of other at-home fall seasonals is offered under the Starbucks brand, including Pumpkin Spice Latte RTD.

The creamers – and several other products – derive from the global coffee alliance signed between Starbucks and Nestlé in August 2018.

The first creamers from this partnership were announced in July this year; the fourth creation from the alliance; retail distribution got under way in August.

Both companies saw creamers as a growth opportunity and leveraged Nestlé’s more than 50-year expertise in the creamer category and Starbucks nearly 50-year heritage and well-loved coffee house flavours, resulting in the perfect blend of experts to bring Starbucks Creamers to market for consumers.

“Nestlé has been a leader in the creamer category since launching Coffee mate® in 1961 and we continue to innovate and help drive category growth,” said Daniel Jhung, president of beverage, Nestlé USA. “In our work with Starbucks through our global coffee alliance, we saw the opportunity to introduce Starbucks Creamers as a new way for consumers to enjoy the Starbucks café flavours they know and love from the comforts of their home.”

Three year-round creamer flavours are offered: Caramel, White Chocolate and Cinnamon Dolce, inspired by customer-favourite handcrafted beverages served at Starbucks cafes: Caramel Macchiato, White Chocolate Mocha and Cinnamon Dolce Latte.

**nutpods**

Seattle-based dairy-free creamers specialist nutpods [www.nutpods.com](http://www.nutpods.com), which is very proud to be a woman-owned company, has gained renewed impetus with a funding round led by private equity firm VMG partners.

In four years nutpods has grown to a high rank-
ing in what it describes as ‘the exploding plant-based creamer category’.

Initially launched as a Kickstarter project, the early supporters of the brand have become evangelists for the clean label, Whole30 Approved creamers. The brand’s success is driven in part by their unconventional route to market: starting with direct to consumer prior to expanding into traditional grocery sales.

“It’s all about meeting unmet needs for our consumers,” says nutpods founder and chief executive Madeline Haydon. “We may have started as a dark horse brand in a mature category, but our fans have driven our growth through reviews, recommendations and their loyalty allowing us to expand from three to 10 flavours and from D2C to over 15,000 retail accounts.”

Elmhurst 1925

The Hemp Creamer line from Elmhurst www.elmhurst1925.com has extended with three new flavours: French Vanilla, Hazelnut and Golden Milk.

“Given the outpour of positive response to our Original Unsweetened Hemp Creamer, we’ve expanded the line with approachable and trending options that offer a rich experience in creaminess and taste,” says Peter Truby, VP marketing.

“Created simply with just five ingredients, including real hemp cream, these new flavours offer a heightened taste experience while delivering the same benefits of the Original Unsweetened Hemp Creamer.”

Like all Elmhurst products, the Hemp Creamers are crafted through a unique HydroRelease method. Using just water, this process separates the components of a nut, grain or seed before reassembling them as a creamy, beverage-ready emulsion, maintaining the full nutrition of the source ingredient without added gums or emulsifiers.

All Elmhurst plant milks are certified vegan, gluten-free, Non-GMO Project Verified, dairy-free, OU kosher and made without artificial flavourings, carrageenan, gums or other emulsifiers.

Silk’s Oat Yeah

An Oat Yeah Oatmilk Creamer range has joined the Oat Yeah line from Colorado-based Silk www.silk.com It launches with two flavours: The Vanilla One and The Oatmeal Cookie One.

Crafted using gluten-free oats, Oat Yeah Oatmilk Creamers are dairy-free, nut-free, gluten-free and Non-GMO Project Verified.

“Oatmilk first gained popularity with coffee-lovers in lattes from their favourite coffee shops. Now, with Oat Yeah Oatmilk Creamers, that experience is just as easy to enjoy at home,” says Martha Opela, senior brand manager.

“They’re deliciously creamy, gluten and nut free for those with food sensitivities, and are entirely plant-based versus traditional dairy creamers.”

Mooala

Organic, plant-based creamers made with a base of coconut cream and almonds, with no added sugars, have joined the Dallas-based Mooala www.mooala.com stable.

“Introducing Mooala Creamers to the marketplace was a fun and logical evolution for our brand,” says Jeff Richards, the company’s founder and chief executive.

“Our fun recipes are organic, unsweetened and plant-based, which really sets us apart from the competition. They’re great options for consumers who are lactose intolerant, embracing a healthier lifestyle, or just want a tasty way to join in on the plant-based movement!”

Like all the company’s products, the creamers are USDA organic, dairy free, gluten free, carrageenan free and Non-GMO.

Three flavours are offered: Vanilla Bean (almonds, coconut cream, vanilla beans), Oats ‘n’ Crème (milky oats, coconut cream, almonds) and Banana Nut (real bananas and nuts).

“We’re answering a growing need because, until now, the majority of plant-based options included added sugar and were merely Non-GMO, which is not enough anymore,” claims Richards.

“Our creamers are USDA organic, which requires Non-GMO ingredients but also maintains strict environmental and sustainability requirements.”

So Delicious

Oatmilk creamers have been added by Danone NA’s So Delicious Dairy Free brand www.sodeliciousdairyfree.com

So Delicious already features a coconut milk-based creamers line.

The oatmilk creamers launch follows the brand’s introduction of oatmilk yoghurt alternatives and oatmilk frozen delights.

Three oatmilk creamers are currently offered: Original, with a subtle toasted oats and brown sugar taste; Vanilla; and Snickerdoodle, a limited edition crafted with a snickerdoodle cookie flavour and a touch of cinnamon.

Leaner Creamer

A major step in distribution network has been achieved by Leaner Creamer www.leanercreamer.com, giving the brand national coverage.

Leaner Creamer is a small business created in 2015 by Jonathan Kashani.

Its creamers are gluten free, lactose free, sugar free and made with all-natural ingredients and supplements in order to help aid in weight loss, enrich their daily routine, and lead to a healthier lifestyle.

In June, Leaner Creamer introduced a matcha

We may have started as a dark horse brand in a mature category, but our fans have driven our growth through reviews, recommendations and their loyalty…”

C REAM ERS
– continued from page 59
coffee creamer in both bottle and pouch formats. This is claimed to have additional health benefits, referring to improved concentration, weight loss, natural detoxification of the body, and increased immunity.

**MALK Organics**
Cold-pressed nut milk brand MALK Organics [www.malkorganics.com](http://www.malkorganics.com) has launched a new MALK Creamer line, currently available exclusively at Whole Foods Markets.

Made with gluten free organic whole grain oats and organic nuts, MALK Creamers contain no gums or fillers.

“Since MALK Organics launched in 2014, consumer demand for plant-based creamers continues to grow but the quality of the ingredients hasn’t improved,” claims August Vega, co-founder and chief executive at MALK Organics.

“Our new creamers fill a void in a growing category. We’re committed to using simple ingredients that preserve the nutritional integrity and flavour of traditional homemade nut milk-based products.”

The range debuts with three flavours: Unsweetened Oat + Almond, Maple Oat + Pecan and Unsweetened Oat + Vanilla Almond.

**Vital Proteins**
Four new Collagen Creamer flavours from Vital Proteins [www.vitalproteins.com](http://www.vitalproteins.com) contain 5g collagen per serving and naturally-occurring MCTs from coconut cream. No fillers, binders or gums are used.

“Creating a collagen-based liquid creamer was really a no-brainer for us,” says founder Kurt Seidensticker.

“The number one way our customers are enjoying their daily intake of collagen is in their coffee, so we wanted to cater to those individuals who prefer a chilled, liquid add-on to their morning – or afternoon – cup.”

Flavours are Hazelnut, Vanilla, Mocha and Coconut.

**Picnik Austin**
Picnik [www.picnikaustin.com](http://www.picnikaustin.com) has added Vegan and Collagen creamers to its Original Creamer. Like the Original, the additions are unsweetened, powered by MCT oil (“for an energy and brain boost”) and have a similar flavour profile to half-and-half.

All three creamers have new vibrant and modern packaging that puts a spotlight on high-quality ingredients like coconut cream, grass-fed collagen and grass-fed butter, while creating a strong and attractive brand block on shelf.

“I created Picnik after discovering the life-changing difference that high-quality fats and other functional ingredients could have on physical health and mental clarity,” says chief executive Naomi Seifter.

“Based on the response we received to our Original Creamer, we knew we wanted to expand the line so it was more inclusive of all dietary needs. Inclusiveness is a core value we live by, so I’ve worked hard to create our new offerings keeping in mind consumers who are vegan or prefer plant-based food as well as the millions out there who are already putting collagen in their coffee daily.”

All Picnik Creamers are Keto Certified, Non-GMO Project Verified, and contain zero sugar or net carbs.
Over the last decade, much attention has been given to the ingredients contained in beverages. Attention has focused on the link between sugar levels in categories such as carbonates and chilled juice and rising levels of obesity and diabetes rates. This is something that is causing health conscious consumers to re-evaluate their beverage habits. Indeed, consumers are paying more attention to nutritional labeling when buying soft drinks and are also seeking out products that are low in sugar and high in protein. This is something that is creating an opportunity for product categories such as protein water. The key is ensuring that such products are deemed tasty and affordable.

Better-for-you offerings

FMCG Gurus forecasts that the Re-Evaluating Health and Functional Lifestyle trends will have a significant impact on beverage consumption habits over the next year. These two trends focus on the evolution of protein and how consumers want healthier products as they look to improve all aspects of their health and stay fit and active for as long as possible. This is something that will drive demand for better-for-you offerings within the beverage sector.

Across the globe, consumers are concerned about their health. An FMCG Gurus survey of 15,000 consumers across fifteen countries conducted in Q3 2019 for instance, found that 28% of consumers are currently on a diet in order to lose weight, whilst 23% of consumers say that they have put weight on in the last year. Additionally, a Q1 2019 survey of 25,000 consumers across twenty-five countries found that 64% of consumers say that they recognize the link between excessive sugar intake and diabetes.

These health concerns are having a noticeable impact on the way that consumers purchase beverages. For instance, an FMCG Gurus survey of 25,000 consumers across twenty-five countries in Q1 2019 found that 51% of consumers say that they check nutritional labeling when buying beverages, whilst 36% say that they look out for traffic light/nutri-score type systems on packaging. When it comes to examining ingredients contained in beverages, consumers appear to have two priorities – seeking out beverages that are low in sugar and that are high in protein. Such beverages are associated with being guilt-free and offering a conveniently nutritious health boost.

Currently, a total of 46% of consumers say that they look to avoid high sugar items when buying food and drink, whilst a Q3 2019 survey of 26,000 consumers shows that 49% have actively looked to reduce sugar intake in the past year. The war on sugar by health stakeholders has been particularly active in the beverage sector and as such, 36% of consumers say that low sugar claims are important when it comes to buying products. FMCG Gurus research also shows that 44% of consumers say that they know how much sugar they have consumed in the last twenty four hours. This highlights how a considerable proportion of consumers are making active attempts to monitor and moderate their sugar intake. The reality is that as rates of obesity and diabetes continues to rise across the globe, more focus will be put on avoiding excessive sugar intake.

The ‘health halo’ of protein

At the other end of the spectrum, protein is an ingredient that has something of a health halo attached to it. This is because it is an ingredient that consumers know and trust, know can be found in everyday products, is associated with a variety of health benefits and appeals to both health conscious consumers who want high protein/low sugar beverages.
HEALTH CONSCIOUS

males and females. FMCG Gurus research shows that 39% of consumers say that they know how much protein they have consumed in the last twenty-four hours.

Moreover, FMCG Gurus conducted in Q3 2019 found that over the last two years, 51% of consumers say that they have made attempts to switch from “traditional” food and beverage offerings to alternative products that are high in protein and low in sugar. This trend is primarily being driven by time-scarce consumers who are concerned about their health and the impact that their current lifestyle is having on their long-term health. At the same time, these consumers can find it difficult to maintain a healthy lifestyle because of personal and professional obligations. This is resulting in them seeking out products that they associate with being guilt-free and offering a convenient health boost.

One category that is benefitting from consumers seeking out high protein/low sugar offerings is the protein water category. Indeed, a total of 54% of consumers say that they have tried such a product over the last twelve months, whilst 20% say that they have increased their consumption rates. This shows that despite the relative infancy of the protein water category, almost as many consumers say they have tried a product in the last year as they have done for milk protein products (73%) and ready-to-drink high protein beverages (63%).

FMCG Gurus believes that the popularity of the protein water category will continue to grow significantly over the next five years. As well as being high in “good” ingredients and low in “bad” ingredients, the purity aspect of water means that nutritional labeling is simple to understand and consumers will be more inclined to feel that there are no hidden synthetics, chemicals or artificial ingredients within the product.

Healthy lifestyle challenges

Whilst consumers are becoming more health conscious, the beverage industry needs to remember that challenges exist when it comes to leading a healthier lifestyle. For instance, a total of 44% of consumers say that they are prone to enjoying moments of indulgence on a regular basis, whilst 48% of consumers say that leading a healthy lifestyle is expensive and 31% admit that healthy food and drink can sometimes taste bland and boring.

It must be remembered that despite their best intentions when it comes to health, consumers can sometimes be reluctant to make fundamental changes to their lifestyles. This is especially true when it comes to healthy beverages. This means that it is important that current “hot” product categories such as protein water are deemed tasty and affordable if consumers are to maintain purchasing habits in the long-term. Moreover, it is also important that product and nutritional labeling is simple and transparent, so consumers know exactly what is in the product.

Scrutiny around sugar within the carbonate and chilled juice categories is something that will only intensify amongst health stakeholders as obesity and diabetes rates continue to rise. This is something that will have an impact on purchasing habits when it comes to beverages – driven both by consumers becoming more health conscious and more pressure to increase taxation on high sugar beverages. This will drive the mainstream appeal of high protein/low sugar offerings such as protein water amongst a more health conscious public over the next couple of years.

This article is based on the following surveys:
- FMCG Gurus Country Profile survey series – 25,000 consumers surveyed across 25 countries, Q1 2019
- FMCG Gurus Clean Label survey series – 25,000 consumers surveyed across 25 countries, Q1 2019
- FMCG Gurus Weight Management survey series – 15,000 consumers surveyed across 15 countries, Q3 2019
- FMCG Gurus Active Nutrition survey series – 26,000 consumers surveyed across 26 countries, Q3 2019

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“...consumers can sometimes be reluctant to make fundamental changes to their lifestyles..."
Collaborations

protecting biodiversity, encouraging healthier behaviour

Collaborations for good – whether the good be health, climate, biodiversity, education, anti-child slavery or whatever – have come, and unfortunately often gone, frequently over recent years. But a couple which have come to the fore in the past month or so could achieve something genuinely worthwhile and sustainable in terms of longevity and effectiveness.

Both have strong involvement by the soft drink sector and related industries. More than involvement, in fact. Our sector is among the leaders, both personal and corporate.

One Planet Business for Diversity
Launched during the United Nations Climate Action Summit last month, this project brings together – initially, with more participation likely – 19 corporates together with the World Business Council for Sustainable Development.

The corporates are pledging to protect and restore biodiversity within their supply chains and product portfolios.

Front man is Emmanuel Faber, chairman and chief executive of the global Danone group. Other inaugural OP2B members are Balbo Group, Barry Callebaut, DSM, Firmenich, Google, Jacobs Douwe Egberts, Kellogg Company, Kering, Livelihood Funds, L’Oreal, Loblaw Companies Limited, Mars, Migros Ticaret, McCain Foods, Nestlé, Symrise, Unilever and Yara.

Signalling their clout, they note that between them they sell products in more than 120 countries and have combined annual revenues of around US$500 billion.

OP2B member companies have committed to take tangible actions, on an individual and collective basis, to develop innovative solutions aimed at protecting and enhancing biodiversity in agricultural systems.

Three focus areas are targeted: scaling up regenerative agricultural practices to protect soil health, developing product portfolios to boost cultivated biodiversity and increase the resilience of the food and agriculture models, and eliminating deforestation, enhancing the management, restoration and protection of high value natural ecosystems.

While the impact of work from the three pillars of the OP2B coalition will extend through to 2030, its members intend to demonstrate leadership progress by the 2020 Biodiversity COP15.

These efforts will include:
By June 2020: Develop a compendium of systemic, meaningful, measurable solutions that can be implemented by OP2B members in their value chains.
By October 2020: Disclose ambitious, time-bound and measurable commitments during COP15, together with policy proposals that would help to deliver successful outcomes.

Speaking at the launch, Faber commented: “The global food and agricultural ecosystem is critically dependent on biodiversity: from soil regeneration through to water filtration, pest control and pollination, among many of the other building blocks of life on earth.

“According to many recent scientific studies, we have 10 years to reset our course and bend the curve on climate change and wild and cultivated biodiversity loss.

“We need a collective effort now.”

Peter Bakker, president and chief executive of the World Business Council for Sustainable Development, said the coalition has “specific and ambitious goals that will drive real change in preserving biodiversity.

“We know that the path forward will be challenging. However, I am confident that, over
time, the OP2B platform will transform existing food and agricultural models and achieve a significant, positive impact for both healthy people and a healthy planet.”

Another of the partners, Firmenich chief executive Gilbert Ghostine, observed that “business is expected to play a vital role to reverse biodiversity loss.

“Firmenich ensures a highly responsible and traceable supply chain for our natural ingredients, making a real difference. We are improving the livelihoods of more than 250,000 farmers around the world and this is just the beginning.”

**Collaboration for Healthier Lives**

The Consumer Goods Forum has launched a collaborative movement in France, aiming to influence healthier behaviour. Danone, The Coca-Cola Company and Nestlé are among the diverse corporates signing up.

While innovative, this is not a first: the forum (whose membership and leaders feature an even broader representation from our sector) has undertaken successful initiatives in Colombia, Costa Rica, Japan, Turkey, the US and UK.

This first experiment in France is being held in the city of Lyon and the Greater Lyon area, a region already heavily involved in global health and nutrition issues. Local authorities in Lyon have long seen health as a key focal point for its citizens and this was highlighted in their Regional Food Strategy (Stratégie Alimentaire de la Métropole).

Forum members were keen to work alongside the local government to promote healthy eating to the people of Lyon, helping to bring other key stakeholders to the table as well.

The ‘Let’s Do It’ movement will put in place multi-faceted co-constructed initiatives in different areas of the daily lives of the people of Lyon through not only in-store and digital interventions but also in restaurants signing up to participate.

Said Isabelle Grosmaître, Alimentation Initiative Catalyst, Danone: “Each time we eat and drink, we vote for the world we want to live in. It is time to act, to act together, joining forces to promote healthier consumption patterns.”

“The CGF is the ideal platform to create a better world together: manufacturers, retailers, leaders, chefs/restaurateurs and partners.”

**One Planet signing.**

Signalling their clout, they note that between them they sell products in more than 120 countries and have combined annual revenues of around US$500 billion.
In a simpler age, soft drinks brands sponsoring a team, a code, an individual — whether celebrity or bright prospect — tended to be quite straightforward.

It’s a lot more complicated today, as we report from time to time.

But the scope for deliverables to the sponsoring brand is commensurately broadening.

Sponsorship can still be ‘just’ a matter of putting up some cash in return for branding on uniform or equipment.

But it’s more likely to go much further, into the realms of brand ambassador roles, appearances at events, involvement in charitable or educational initiatives as well as training programmes, venue naming rights, pouring contracts not only within a venue but externally in some circumstances...

And even the brand ambassador concept is broadening in its own right. As we have reported increasingly in our people pages, celebrities are becoming involved via equity investment, especially in start-ups or evolving brands. There’s also a modicum of cross-over into the influencer stream.

Among recent developments:

**SoFi Stadium**

PepsiCo [www.pepsico.com](http://www.pepsico.com) and Hollywood Park, Los Angeles, have signed what they describe as ‘an expansive agreement’. The partnership, which extends across the Los Angeles Chargers and Los Angeles Rams, will centre on SoFi Stadium [www.sofistadium.com](http://www.sofistadium.com)

Opening July 2020 the stadium, to be home of the Chargers and Rams, is located at Hollywood Park, a 298 acre global sports and entertainment destination being developed by Los Angeles Rams owner/chairman Stanley Kroenke.

Adjacent to the stadium and under the same roof canopy is the 2.5 acre American Airlines Plaza and a 6000 seat performance venue, which will hold a variety of events throughout the year, including esports, award shows, concerts and more.

“For more than 84 years, PepsiCo has been a part of the fabric of Los Angeles, and we couldn’t be more excited that a development like Hollywood Park will be opening in our backyard,” said Kris Licht, president of PepsiCo Beverages North America West Division.

“What Stan Kroenke is developing with SoFi Stadium and Hollywood Park will combine everything we could want in a sports, music and entertainment destination.”

**UEFA EURO 2020**

Coca-Cola [www.coca-cola.com](http://www.coca-cola.com) and UEFA [www.uefa.com](http://www.uefa.com) have signed a deal for TCCC and its bottlers to become the official non-alcoholic beverage sponsor for UEFA EURO 2020.

Next northern summer’s competition will have a particularly European feel, with the tournament being hosted in 12 cities across the continent to celebrate the 60th anniversary of the UEFA EURO.

The sponsorship arrangement will give the company the opportunity to showcase several brands, including sparkling beverages, sports drinks, water, RTD coffee and fruit-based drinks, with low and sugar-free options.

Coca-Cola has enjoyed what both partners described as a long and fruitful partnership with UEFA, having first signed up to sponsor UEFA European football’s premier national team tournament in 1988.

UEFA EURO 2020 will kick-off in Rome on June 12, and will come to its conclusion a month later, with the final taking place at Wembley Stadium in London.

Matches during the tournament will take place in Amsterdam, Baku, Bilbao, Bucharest, Budapest, Copenhagen, Dublin, Glasgow, London, Munich, Rome and Saint Petersburg.
Snowmobile ice drag racing

Northern Chill [www.northernchill.com](http://www.northernchill.com) is to sponsor Donna Davidson #28, a snowmobile ice drag racer and five-time ISR world champion. She races for the Strand Enterprises team owned by Kenton Strand.

Davidson will be drinking Northern Chill naturally alkaline water as part of her health routine and also sharing her enjoyment of the product with fans via social media.

Curt Kufner, Northern Chill’s president, says the tie-up with Davidson and Strand is a natural fit: “They are great advocates for the benefits of drinking a naturally alkaline water.”

Davidson is well known for sharing her passion by talking with fans and future snowmobilers, educating them about the sport and snowmobile safety at schools, benefits, fundraisers and parades. At events, the race trailer becomes a hands-on display which creates a positive experience for children and adults of all ages to enjoy.

She is also involved in several other community groups such as the Feed My People Organization, community theatre and dog adoptions.

Dallas Mavericks

Texas-based dairy company Borden [www.bordendairy.com](http://www.bordendairy.com) has entered a partnership with the Dallas Mavericks [www.mavs.com](http://www.mavs.com) and American Airlines Center, Dallas.

Borden milk products can be found at Pizza Hut concession stands, the Market To Go food stand and the Valor Bar & Burger which will also be serving signature milkshakes made with Borden milk.

In conjunction with the partnership, Borden will offer exclusive fan experiences, including the opportunity to take a Mavericks player to school, serve as a Borden Milk Honorary Co-Captain at the games, or take home their own Borden growth chart featuring a Mavericks player.

And Elsie the spokes-cow, who is fast gaining international fame, will be actively involved.

Guaraná Antarctica and CBF

The Ambev-owned Guaraná Antarctica [www.guaranaaantarctica.com.br](http://www.guaranaaantarctica.com.br) has extended its 18-year relationship with CBF, the Brazilian Football Confederation.

This ensures Guaraná Antarctica will continue to sponsor Brazil’s national football teams, with the brand prominent on training kit and in promotional photography.

Guaraná Antarctica has worked closely with CBF in joint marketing campaigns for major events and has been active in calling out the lack of extensive sponsorship for women’s football, a forthright initiative which has seen several other brands explore the possibilities.

“This is a partnership that unites two great passions of Brazilians, Guaraná Antarctica and the Brazilian soccer teams, and deserves to be expanded for several years, as we are doing now. There is no doubt that we will still be side by side in many achievements, already that vibrating for our football teams is ‘Coisa Nossa,’” said Felipe Chiotto, chief marketing officer of Guaraná Antarctica.

“It is a great company, a partner of all our teams. They always do different activations, know how to take advantage of the sponsorship asset, whether with men, women and all the grassroots teams,” added Gilberto Ratto, CBF’s chief marketing officer.
Lunch!
plant based, power packed, ethical and sustainable

The healthier food to go sector has created a new demand for similarly nutritious drinks to meet the needs of body conscious millennials. This year’s Lunch! Show held at London’s Excel was the perfect place to introduce new launches and push forward the young green shoots of innovation.

**Fermented and plant based**
The kombucha trend continues and demonstrates the move away from sweeter drinks to those with the sharper after taste of green tea. No1 Living Kombucha, created by Rugby legend Jonny Wilkinson, already available in cola and natural fruit variants, has now launched in a low sugar version in cans. The company suggests gently inverting the bottle or can to awaken the pulp and live cultures.

Other kombucha companies include:
- Kevita Master Brew in wide mouth resealable PET in either low calorie, tart cherry, pineapple peach or ginger each created using a kombucha culture base, tea and sugar.
- Also Fix8 with live kombucha cultures forming the foundation of the brew and flavours of triple ginger, strawberry tulsi and citrus saffron. Hand made in a London micro brewery. The company says ‘It is a bold drink for bold people and we never mask the kombucha taste with over carbonated sugary pop.’ However, apparently ‘if it is not chilled, it is not kombucha’.

Apple cider vinegar shots (ACV) are a convenient way to drink the 25ml ACV which is claimed to support digestive health and restore pH balance. Willy’s Apple Cider vinegar and beetroot shot is the newest of the range made in their Herefordshire orchards and is a modern twist on fermented drinks.

The Wholegood, Wholesale brochure features a number of the contemporary drinks on display at the show. DRGN Turmeric superdrink in sparkling citrus offers natural energy and yet contains no caffeine. It has been stylishly packaged in a white can with gold lettering.

Containing just 53 calories per can and nothing artificial, it is infused with Pan-Asian superfoods such as black pepper, ginger, vitamins and electrolytes.

**Plant based drinks continue to storm the supermarkets and sandwich bars**
Connecting potent nature with ancient traditions Humble Warrior describe its range of sparkling tonics as gentle nature, kick ass, low calorie, sparkling drinks. Humble Warrior was inspired by founder Rosh Amasekara’s childhood visits to Sri Lanka. Its ayurvedic medicine recipe combines ancient roots, leaves and spices. The website urges you to ‘join the tribe for inspiring stories and plant love’.

Available in flavours such as reishi (high grade mushrooms) & pineapple, tulsi (holy basil) & pomegranate, turmeric & mango, these cold brew drinks are sold in 300ml brown glass bottles.

“Humble warrior is a new brand... we launched the range in July this year and most of our drinkers are between 25 and 45 years. We use a lot of different processes to craft our drinks – like coldbrewing, distilling and extracting. It means our drinks have layered taste profiles. They hold their own in a round of drinks and also pair amazingly with food”, commented Amasekara.

“All three are proving popular and sales have been evenly split across the range. I’d say over the summer our tulsi & pomegranate was the most popular by a margin, but as it starts to get cooler the turmeric & mango is edging its way to the top. But our boldest flavour – reishi mushroom & pineapple – has dedicated fans who buy it by the case load”
Differentiating juice and water

Cold pressed drinks may be expensive to produce but consumers who are no longer drinking alcohol are today happy to pay for premium products with premium taste. One example in the HPP category seeing particular success is LA based Press Drinks which has just added to its portfolio with a Daily range.

For instance, raw cold pressed, Daily Celery is part of the pressed nutrition range which complements the pressed hydration range. The company also produces a ginger shot and 500mg super soups such as this one containing kale and flaxseed.

Other juice drinks at the show include Unrooted Fresh Energy, made using natural African baobab fruit and ginger. Inspired by a 10,000 year-old recipe from Tanzania’s Hazda tribe. It is packed with fibre and vitamin C so is good for gut health and also a source of energy.

On display for the first time, the new pomegranate and lime flavour sparkling water Upstream drink contains just 3 calories yet no preservatives, added sugar or artificial colours. Other flavours available are grapefruit aberganot and coriander&mint.

Urban Rajah are sparkling Indian Fresca, fruit juice with sparkling water infused with Eastern culinary botanicals. In mint & ginger, lime & cucumber and mango & papaya, with hints of cinnamon, cardamom and turmeric respectively.

The My Foodie range from Sweden makes no pretence of being a meal replacement drink. Made by Veg of Lund these contain potato and rapeseed oil as well as functional ingredients such as sea buckthorn, blueberry, apple and raspberry. They are gluten free and rich in Omega-3.

Protein and nutrition

Not all drinks are so light in formulation. Others are intended as a meal or dairy replacement.

Milkadamaia the Australian macadamia nut milk company has just launched a richer, sweeter Barista formula called Latte Da.

MOMA oat drinks with its slogan, ‘Making Oats more Awesome’ has also introduced a barista edition which is foameable for smooth coffee. The company also produce porridge pots and low sugar granola.

LAND & TIDE cold brew coffee has formulated an Oat Iced Coffee and an Oat Iced Mocha which are sustainable and ethical in being full traceable from farm to cup, with farmers receiving on average 25% more than in fairtrade deals. Dairy free and vegan, these are part of the high growth oat drink category which has seen growth of 97% (Neilson total grocery MAT 23/02/19).

Also making the most of nuts credentials, Borna premium pistachio drink is packaged in resealable cartons. It is dairy free and available in sweetened and unsweetened variants.

Deriving 100% of its protein from egg white, Continued overleaf
Your Daily Protein vanilla drink containing 30g protein has a growing following from those looking for high protein options without milk.

Proud of its dairy heritage, Daioni Organic Mocha from the Wales Fine Food Cluster, uses fairtrade single origin Arabica coffee with no added sugar. It is environmentally packaged in a carton with a bio based cap derived from sugar cane.

**Botanical spirits and aperitifs**

The move to sophisticated alcohol replacements continues, with some exciting new launches:

Bittersweet Everleaf has just been introduced to the market as a non-alcoholic aperitif. A passion for botany runs in the family. Containing saffron, orange blossom and sherbert, and voodoo lily, a giant Asiatic flower contributes to the silky mouthfeel. Vetiver from Haiti helps support the growers there.

Bartender and conservation biologist Paul Mathew said: “In Everleaf, I wanted to make an exceptional non-alcoholic product, firstly to give people more choice when they don’t necessarily want to drink, but also to reflect the concept of sustainability – sustainable consumption as well as ingredients that are sustainably sourced. The initial support we’ve received as a small, bartender-owned brand is testament to the growing desire for credible, non-alcoholic alternatives.”

Sold in supermarkets such as Sainsbury’s, in a slim aperitif bottle, it is apparently best served as a spritz with two parts soda.

London-based Nine Elms has a complex taste profile achieved through blending 20 different flowers and spices and four types of berry juice. The idea is that it can pair with rich savoury dishes such as chargrilled steak and other celebratory foods.

Non-alcoholic drinks expert, James Morgan said: “Nine Elms No.18 has complexity, great acidity, mouth-watering tannins and a good long finish. Although it’s designed to serve as a straight pour and pairs very well with a wide range of foods, it also has enough character to shine in a range of cocktails.”

Three Spirit has added to its original Social Elixir with two new variants developed in conjunction with bar mixologists: Nightcap and Livener. Both are alcohol free and ‘powered by plants’ and have an unusual savoury bite. The Livener contains guayusa and schisandra berries, with the Nightcap enhanced with lemon balm, valerian and hops. Already listed in some of the world’s best bars, the brand’s commitment to ethnopharmacology is leading it into new markets worldwide as part of the plant-led social revolution.

**Added functionality**

PAS nutrition are moving into the mainstream after selling for years only to those working in gyms and via personal trainers. Darren Campbell, sporting MBE, is the face behind the brand. He was keen to tell us how the Welsh National Rugby Team use these drinks. The Pro Zero cola has found particular interest with its on-pack BCAA (branched chain amino acid) claims. Others in the range include isotonic and high protein blends.

Also keen to enthuse about its amino acid benefits is Hydration+ sparkling water.

Drink 420, infused with 15mg of cannabidiol CBD is available in elderflower lime, and wild berries flavour variants. Containing no added sugar and just 33 calories it is sold in chic lilac and green designer cans. The 420 refers to the time 4:20 with the slogan ‘It’s time to unwind without the high.’

The Leaf of Life also uses certified CBD for a lightly sparkling drink with relaxing benefits. Mindful Mango & Passionfruit contains just 20 calories per can.

**Environmentally aware**

Following the anti-plastic trend Can O Water filled with Natural Spring Water is enjoying a blast of success with the aluminium can carrying the slogan ‘Don’t bottle it’.

Refillable cups abound and Pokito is taking the trend one step further with a collapsible pop up version that is easy to fit in a pocket or handbag. Inventor, Andrew Brooks, said: “I had the original idea in 2012 and after business development we have achieved 8, 12 and 16oz sizes available from just the one cup. Mostly it’s about portability and new technology. The concertina to compact the cup holds its line and the whole thing is incredibly strong with a screw cap for safe portability of hot drinks. In testing, cups lasted 4,800 times of opening and closing.”
Reducing sugar needn’t be hard to swallow.

Join the industry’s leading experts to find out why at Food Matters Live.

Register now at foodmatterslive.com/2019

Don’t miss your chance to
– learn about the latest policy framework for reducing obesity and successful NPD/reformulation case studies
– source innovative new solutions from the UK’s largest gathering of ingredient companies
– stay one step ahead with the new Future of Retail Trends theatre
– book valuable meetings with key buyers in pre-arranged 1-2-1 Match meetings
With growing consumer interest in healthier, better-for-you products fuelled by social media influencers, the market for exciting alternative drinks like kombucha, naturally sweetened water, CBD infused beverages, and birch water is booming.

These trends are at the heart of Food Matters Live 2019 and during the two day event you can discover innovative soft drinks companies.

The prestigious exhibition on 19 and 20 November at ExCeL, London also includes the largest gathering of ingredients companies in the UK, live theatre experiences, and a world-renowned educational programme, taking a look at some of the most significant issues facing the soft drinks industry today.

More than just a drink
One of the strongest performing consumer markets is for functional beverages with proven health benefits and Food Matters Live brings together both challenger businesses showcasing innovative new products, companies with established brands and drinks brands reflecting wider consumer concerns.

One such company is Montgomery Waters – one of the UK’s largest independent providers of naturally sourced water. With plastic pollution and the environment at the forefront of consumers’ minds the company has pioneered the use of recycled plastic in its bottles and its own water brand Stretton Hills is made with 100% recycled plastic and is 100% recyclable.

Another company with consumer demands at the heart of what it does is Flower of Life, which back in 2012 spotted the emerging trend for better-for-you drinks. They began brewing and bottling Equinox Kombucha and have seen the fermented tea drink rise in popularity as a healthy gut drink. Now one of the UK’s leading kombucha drink brands they export around the world and will be bringing Yorkshire kombucha to Food Matters Live 2019.

With the market growing, there are still opportunities for innovative new companies to make their mark if they have a unique selling point. Bringing a taste of the Caribbean to Food Matters Live, the founders of OTC Beverages use the medicinal properties of ginger and sorrel to produce organic and naturally flavoured still and sparkling drinks.

And looking to capitalise on consumers who burn the candle at both ends Anotdefuel Ltd will be showcasing its range of premium productivity and recovery drinks, which have been designed to complement each other with natural ingredients and botanicals to help consumers perform, defend, and recover.

Science and trends
Visitors interested to know more about the science behind functional drinks should also head over to the ‘Nutraceutical Showcase’ where they’ll discover Symprove, one of the market leaders. Discover how they developed a unique water-based supplement containing four unique strains of live and active bacteria which reaches the lower gut intact to support a healthy microbiome.

And the founder and chairman of Symprove Barry Smith will join a panel of industry experts at the new ‘Future of Retail Trends’ live theatre, for a discussion on the growth of functional drinks.

Chaired by Enid Taylor (founding director and senior therapist, Taymount Clinic for Digestive Health) the session will feature an in-depth panel discussion around new product development and gut health.

The panel of speakers also includes Janey Lee Grace (author and natural food expert, Imperfectly Natural Sarah Yates (founder, Sea Arch) and Ellora Torchia (founder, the’artyvegan).
**Future Brands**

Reflecting the exciting innovations and wellness trends around the soft drinks industry are some of the winners of the inaugural Food Matters Live 2019 ‘UK Future Brands’.

Selected by an influential panel of buyers, these drinks companies are set to be the next big things in retail and include Otzibrew’s Pure Chaga, the vegan kombucha and probiotic soft drinks made by Genie Living Drinks, and botanical CBD infused beverages produced by Cannasa.

Another winner is Jitterbug Sparkling Tonics, which bridges the gap between functional drinks and premium soft drinks. Each serving has a healthy dose of apple cider vinegar in its sparkling 100% natural fruit juice.

Spotting new market trends early and producing an innovative product is one of the criteria looked for by the ‘UK Future Brands’ judging panel.

Drynks Unlimited did just that when its founder saw a gap in the market for premium soft drinks to cater for the growing number of people shunning alcohol. It is now the only UK drinks business to use a groundbreaking state-of-the-art cool vacuum distillation process to de-alcoholises full-strength drinks producing alcohol-free beverages that taste just as good.

**Look to the future**

The phenomenal growth of the alcohol-free movement and its impact on the drinks market is also one of the many sessions covered in the Food Matters Live 2019 seminar programme.

Chris Fung, (former CEO, Crush Fit Food), Meeta Gournay (founder and CEO, Three Spirit) and Matthew Mullock (client director, CGA) will be on a panel looking at how the alcohol-free trend will influence the drinks market in the future.

With six inspirational streams and insightful case studies, the seminar programme brings together industry experts, nutritionists and entrepreneurs from around the world.

Leading speakers include Jimmy Cregan, co-founder of Jimmy’s Iced Coffee and Helen Passard, head of insight, Lucozade Ribena Suntory, Chris Daly (PepsiCo Europe Sub Saharan Africa), Julian Hunt (Coca-Cola European Partners) who will take an in-depth look at the soft drinks industry.

And the impact of the sugar tax will be on the agenda in a series of seminars looking at how the drinks industry has responded to government legislation. Chaired by Sally-Ann Krzyzaniak (head of regional scientific and regulatory affairs, EMEA, PureCircle Limited) she’ll be joined by speakers including Amy Glass (senior executive at the Food and Drink Federation) and Cathy Capelin (strategic insight director, Kantar World Panel UK).

**Innovative Ingredients**

With regulation also comes innovation and taking to the stage of the Food Matters Live 2019 ‘Innovative Ingredients Live’ theatre to talk about his sugar reduction solutions is Mike Bagshaw, owner and founder of International Taste Solutions.

He has pioneered a new process which can reduce sugar content by up to 50% with no impact on flavour or texture.

Visitors can experience this new sugar reduction technology and taste for themselves how effective it can be.

And be amongst the first to try a range of prototype fibre-rich beverages developed by Tate & Lyle, which could help promote healthier ageing. 

Dr Leva Laurie (principal nutrition scientist, EMEA, Tate & Lyle) and Bahar Yalcindag, (director of technology, Tate & Lyle) will introduce them on the ‘Innovative Ingredients Live’ stage and explain how consumers view fibre and its benefits throughout different life stages.

**Make a Match**

Innovative drink producers and entrepreneurs visiting Food Matters Live 2019 will also have the opportunity for a series of unique commercial and networking opportunities to showcase their products to a range of influential soft drink buyers.

From Britvic, Costa Coffee, Diageo, CAMRA, Innocent Drinks, Marston’s, Molson Coors, PepsiCo, Starbucks, Tata Global Beverages, Costco, Harrods, through to M&S, Waitrose, Eilor and Selfridges there will be buyers, distributors and NPD professionals from some of the UK’s largest drinks manufacturers, supermarkets, boutique outlets and foodservice providers.

Make the most of these opportunities with the ‘Match – meet the buyer’ service to arrange meetings with influential decision-makers. These must be pre-booked at www.foodmatterslive.com/match.

In addition to an extensive exhibition showcasing innovative ingredients and brands and products, Food Matters Live offers a multi-stream education programme featuring hundreds of speakers covering wide-ranging topics – from public health, sustainable diets to the future of better-for-you food and drink.

**Food Matters Summit**

Running in parallel with Food Matters Live this year, in ExCeL’s prestigious Platinum Suite, the new Food Matters Summit will bring together more than 100 top-level international speakers to lead a debate on the key issues for the global food and drink sector.
Oxygen
the importance of measurement in soft drinks

At any stage during production or, more likely, during filling and capping, air might get into a soft drink package. Depending on the beverage’s composition, significant levels of dissolved oxygen may have a considerable impact on a soft drink’s quality and shelf life. To address all aspects of this topic requires considering not only the drink itself, but also the package type.

Many soft drinks contain ingredients such as fruit juices, pulp, or vitamins that are subject to oxidation. Elevated levels of dissolved oxygen (O₂) in these soft drinks may cause changes in the beverage’s aroma and taste, changes in colour, and the loss of nutritional value. The more oxygen there is in the beverage container, be it dissolved in the beverage or gaseous in the head space, the faster the oxidation takes place. Oxidation is also enhanced by elevated temperatures. Over time, dissolved oxygen is consumed in these beverages by oxidation, and the depletion in the liquid is compensated by head space oxygen.

Soft drinks are available in numerous different packages. While non-carbonated soft drinks may also be sold in packages such as cartons or pouches, carbonated soft drinks are usually packaged in bottles and cans.

O₂ in a beverage container is always accompanied by nitrogen (N₂) as these are the main components of air, but only oxygen is the component that may interfere with beverage ingredients. Nitrogen remains in a package even if the oxygen content decreases over time due to oxidation reactions.

The solubility of both O₂ and N₂ in beverages is low. Thus, the majority of both gases is found in the head space. At higher temperatures the solubility decreases and more gas accumulates in the head space. This leads to a risk of an increased internal pressure, especially during pasteurisation, but also during the product’s entire shelf life.

Georg Janßen and Dr. Karin Biebernik assess the impact of oxygen in beverages.

Figure 7: Recommended stages of O₂ measurement in the soft drink production process.
The impact of oxygen on cans

When in direct contact with amphoteric aluminium metal, a clear relation between air – or oxygen dissolved in the beverage – and can corrosion can be observed. The extent of the impact of oxygen on metal cans was visualised: cans with intentionally scratched internal coating were filled with samples of (i) low air contents (2 mL) and filled with undercover gassing (blue dots) and (ii) high air contents (18 mL) filled without undercover gassing (red dots) (Figure 4).

Held at a constant temperature of 37 °C, cans with high air contents displayed visible failures or leakages after 7 days already. After an observation period of 33 days, all cans without undercover gasser showed failures, while the cans filled with undercover gasser showed no failures at all.

Anton Paar’s measurement solutions for soft drinks

Anton Paar’s portfolio comprises a variety of different instrument versions to fulfil the respective needs and requirements, be it in the lab or in production.

For measurements in the laboratory, the OxyQC O₂ meter for beverages (0 ppm to 4 ppm O₂) or the OxyQC Wide Range O₂ meter for beverages (0.015 ppm to 45 ppm O₂), shown in Figure 5, represent a well-proven option for the determination of dissolved oxygen in the lab as well as at-line while CboxQC allows the simultaneous determination of CO₂ and O₂. CboxQC is also available as an at-line version.

To round up Anton Paar’s portfolio of laboratory oxygen meters for soft drinks, the oxygen measuring module Option O₂ is designed to be used in combination with the Packaged Beverage Analyzers for Soft Drinks (PBA-S/SI/SID).

For continuous monitoring of the oxygen content during production, the Oxy 510 inline oxygen sensor (Figure 6) represents a reliable solution.

Oxygen needs to be avoided all the way through soft drink production. Thus, it is equally important to measure oxygen inline or in the bypass as well as in the lab in the already packaged product.

The oxygen result obtained with process instrumentation during production and with laboratory instruments obtained on packaged products may not be the same. There are several explanations for that fact. Due to the low solubility of oxygen in beverages, the dissolved oxygen content is expected to be lower in packaged samples, the remaining oxygen will be found in the head space. The warmer the sample, the more oxygen will migrate into the head space. Also, oxygen may get into the package during the filling and closing of the package.

Several methods to align process and laboratory instruments offer themselves and are found to be applied by soft drink manufacturers:

(1) When measuring inline, the result of the inline oxygen meter is compared to the total package oxygen content of the final and already packaged product. If required, the inline oxygen meter has to be adjusted with a reference gas.

(2) Another way of aligning lab and process instrumentation is the adjustment of the inline instrument with a laboratory oxygen meter (e.g. OxyQC or CboxQC/At-line). In this case, it is required to create different methods for different
drinktec evolution
results in banner change

The expanding drinktec family gives birth to a new name: ‘bev & food tec network powered by drinktec’.

It’s a pleasant dilemma to face when a series of trade fairs grows – in coverage, complexity, exhibitor and buyer numbers, associated seminars and educational sessions, international spread and more – to the extent that its original name doesn’t fully do it justice.

That’s an issue international trade fair organisers Messe München International www.messe-muenchen.de has grappled with as its family of drinktec www.drinktec.com and other beverage fairs has expanded internationally and is now – with the advent of INTECHTRA in Brazil next year – about to take on food as well as beverages.

The new name: ‘bev & food tec network powered by drinktec’.

It is a definite evolution rather than a step-change occasioned by a need to embrace other topics, as has been the case – usually for excellent and understandable reasons – with some other events around the world.

With drinktec the show already encompassed liquid foods. The ‘home base’ drinktec at the Messe München campus in Germany (next iteration: September 13-17 2021) bills itself as the ‘world’s leading trade fair for the beverage and liquid food industry’.

Messe München points out that adoption of the over-arching ‘bev & food tec network powered by drinktec’ name/positioning statement reflects more clearly the internationality and spectrum of the trade fair topics of the worldwide events.

Since 2007, the network around drinktec has grown steadily to now include events at ten locations. Within the ‘bev & food tec network powered by drinktec’ will be a family of separate events: drinktec (Germany), oils&fats (Germany and India), Home & Craft (Germany), INTECHTRA (Brazil), drink technology India (India) and food & drink technology Africa (South Africa) as well as the cooperative event CHINA BREW CHINA BEVERAGE (China) and the partnership with UIV (SIMEI, Italy).

“We bundle the synergies of the individual events and thus provide access to the latest and best solutions for the industry,” said Petra Westphal, exhibition group director for Messe München.

“With the ‘bev & food tec network powered by drinktec’, custom-made platforms are available to the worldwide community. International trends, innovations and world premières for the entire industry can be seen at drinktec, the most important summit meeting of the international beverage and liquid food industry.

“Regional trends and product developments are presented at events all around the globe and are tailored to the respective local needs. In addition, Home & Craft offers a specialised meeting place for the craft beer industry.”

Westphal is confident “we enable a unique exchange of knowledge, provide impetus and thus actively shape the development of the beverage, food and liquid food industries. I am delighted that we, as ‘bev & food tec network powered by drinktec’, are a global partner of this industry.”

From a brewery trade fair to one of the most important ‘summit meetings’ of the beverage and liquid food industry, drinktec in Munich today covers all aspects of the sector and attracts visitors from over 170 countries.

The trade fair first ventured abroad in 2007: with drink technology India (dti) in Mumbai. Since then, dti has developed to be represented not only in Mumbai but also in New Delhi and Bangalore, thereby delivering effective regional coverage in India as well as national.

Since 2011, drinktec has been the co-organiser of CHINA BREW CHINA BEVERAGE in Shanghai, one of the key trade fairs for brewery and beverage technology in Asia. The partnership has helped expand the event’s position on the Chinese market...

The portfolio in South Africa was eventually expanded in 2014 to include food & drink technology Africa.

Most recently, at drinktec 2017, the Home&Craft exhibition area was successfully introduced. Since then, the platform for hobby and micro brewers has been held annually as an independent exhibition.

The wine industry has also been taken care of: the cooperation agreement with the Italian wine association UIV signed in 2015 was recently revised. At the next drinktec 2021, there will be an exhibition area for wine technology – ‘powered by SIMEI’.

With its latest addition, INTECHTRA, the network has now also arrived in South America. This trade fair for the food, beverage and packaging industry will take place in São Paulo for the first time in 2020. In the long term, the aim is to develop it into the most important industry event for these sectors in Latin America.
TESTING AND ANALYSIS

Figure 6: Oxy 510 inline oxygen sensor O2, measurement in the lab and during production.

package sizes and/or types because their head space to liquid ratio may differ, for example a method for 0.5 L PET bottles and another method for 0.33 L cans.

(3) A third way is to connect a ChoxQC At-line or OxyQC to the line and compare the readings to the readings on the inline oxygen meter. What remains is the question: what does the reading on the inline meter have to be in order to avoid going over the maximum allowed level in the already packaged product? The possible sources have to be identified and avoided!

Possible sources of oxygen ingress

The main sources of oxygen ingress in the course of a soft drink production process are found in

• raw material delivery,
• process water,
• tanks,

OXYGEN

– continued from page 75

How to avoid oxygen ingress

Based on the possible sources of ingress, considerations of how to eliminate high oxygen levels in soft drinks suggest themselves.

The recommendations to avoid oxygen include

• ensuring a smart design of the filling line – piping system, tanks, agitators, pumps, …
• de-aerating process water,
• purging the storage tanks,
• de-aerating at premix,
• accurately adjusting the filler, and
• sufficiently adjusting the undercover gassing in the seamer to ensure inertisation of the container’s head space.

A good product starts with the very first production step!

To ensure optimum end products, oxygen ingress has to be minimised from the beginning all through the production process. This makes monitoring the soft drink production from the very beginning at every single production step equally important.

References:


To discuss advertising opportunities in Soft Drinks International

email: advertising@softdrinksinternational.com or call +44 (0)1202 842222
Consummately coveted
from Norway to New York

“We’re going to create the world’s most coveted mineral water” – the vision of Voss founders, Ole Christian Sandberg and Christopher Harlem.

The Voss mineral water comes from a remote area in the wilds of Norway – and is one of the fastest-growing premium water brands, with double-figure annual growth rates. Voss originally flourished with glass bottles. Now the water is conquering the markets in PET bottles as well. For this purpose, the firm commissioned a new higher-performance PET line from Krones.

Every weekday, towards 11:00 a.m., a train with more than 20 sea containers full of bottled water leaves the premises of Voss. It’s 45 kilometres from the small village of Vatnestrøm in the south of Norway to the nearest port in Kristiansand. There begins the containers’ long journey over the world’s oceans, because the Norwegian water’s home market is the USA. Here, or to be more precise in New York City, Voss of Norway ASA is also headquartered as an American limited company. Around 70% of the Voss water is sold in the United States. The rest goes to 50 other countries, particularly in the Near East, and to Australia, Germany and Austria. Only about one per cent of the production output remains in Norway itself.

And that was the plan right from the start. The two Norwegian school-friends Ole Christian Sandberg and Christopher Harlem studied business administration at Berkeley University in California. In 1998, the idea emerged of offering mineral water from the untouched nature of their homeland Norway on the American market – as a premium product in an extravagant bottle.

Their vision: “We’re going to create the world’s most coveted mineral water.”

For this plan, they brought on board the designer Neil Kraft, who contributed the minimalistic-cylindrical glass bottle, destined to become an iconic symbol of good taste. What’s more, they had a market analysis drawn up beforehand, which arrived at an unequivocal verdict: for a water that they would have to ship half-way round the world, it only makes sense to offer it in the highest price segment. Likewise crucial for a good marketing concept: a suitable name. This the two friends created by placing a finger on the map of Norway: Voss, the name of a small town in the middle of the country, was deemed appropriate, because it’s short and easy to remember, but also sounded Norwegian. Now all they needed was the right water.

Exceptionally pure water

Ole Christian Sandberg and Christopher Harlem found it in Vatnestrøm near Iveland. Here, in 2000, they bought a small bottling plant. The water from this spring scores highly in terms of its unusually low content of organic and inorganic constituents (total dissolved solids/TDS), so it’s particularly pure. Roy Kristensen, nowadays responsible for the spring and the laboratory, was Number Three in the team, and thus involved right from the start. “In the first year, we filled just 500,000 glass bottles on a small 35-year-old line,” he recalls. “With the right people on the sales team, growth began to soar in the USA as from 2002.” Back then, for example, there was a claim circulating in the media that the singer Madonna never checked into a hotel that wasn’t offering Voss. The brand was gradually evolving into an iconic water.

PET containers for the on-the-go markets

At the same time, the company began to bottle Voss in PET containers as well, so as to improve its capacity to meet the demand for the on-the-go markets. “As with the glass bottles, we also printed on the PET containers ourselves for three years with a screen printing machine, although the machinery manufacturer concerned basically thought it was impossible,” recalls Roy Kris-
Because the existing PET line, rated at a mere 12,000 containers per hour, was no longer able to meet the demand, Voss replaced it in 2016 by a later, which is why a Contiform mixer has exclusively been used for bottling still water – 330, 500 and 850 millilitres. The most popular container size is the 500-millilitre bottle. “In the USA, particularly, these waters are very popular,” explains Olaf Grimsmo, who is simultaneously plant manager, operations manager and technical manager.

**Optimal infrastructure**

Until recently, the remote location and narrow roads around Vatnestrøm meant that transportation to the port Kristiansand by truck was onerous, and the local residents felt seriously inconvenienced. Fortunately, however, the railway line from Oslo to Kristiansand is routed not far from the plant. So in conjunction with the local council, Voss in 2017 built its own 600-metre-long siding, plus a rail link from Kristiansand Station to the harbour. Thus Voss is easing the burden on the local residents, since now not only water transport, but also the supply of raw materials like glass bottles or PET preforms, is handled by rail.

**Glass bottles printed on in-house**

Today, Voss packages its water in roughly equal proportions in PET and glass bottles. The latter come in two sizes, 375 and 800 millilitres, which are filled with still and carbonated water, plus flavoured water. For this purpose, the firm uses a line rated at 25,000 bottles per hour, which is run in three shifts. One special feature is that the glass bottles are decorated using two screen printing machines.

The line is composed of various pre-owned machines from different vendors chosen by the company itself. In order to modernise it gradually, in early 2018 Voss had Krones install both a LinaTRonic empty-bottle inspector and an Autocol labeller for dressing the flavoured-water containers in pressure-sensitive labels. “For filling the glass bottles, too, we want to operate with high-quality, efficient machines, which is why here as well we opted for Krones,” says Olaf Grimsmo.

**New PET line from Krones**

Voss offers water in three sizes of PET container: 330, 500 and 850 millilitres. The most popular container size is the 500-millilitre bottle. Because the existing PET line, rated at a mere 12,000 containers per hour, was no longer able to meet the demand, Voss replaced it in 2016 by a new complete line from Krones with a capacity of 40,800 containers per hour. This line is at present used exclusively for bottling still water – with an option for filling carbonated beverages later, which is why a Contiform mixer has already been installed. This would be conditional, however, upon a newly designed neck finish, suitable for bottling carbonated beverages.

**Turnkey**

Krones supplied the new PET line as a turnkey project. It includes:
- Contiform mixer
- Contiform Bloc with Contiform 3 Pro blow-moulder and Modufill VFS filler in the cleanroom
- Autocol labeller for applying pressure-sensitive labels with two stations
- Variopac Pro WTS packer
- Modulpal Pro 1A palletiser with Robobox pack distributor
- Variclean CIP system

“The major challenge involved in bottling is the closure. From a marketing point of view, of course, it complements the bottle ideally, but technically it’s difficult to handle, because it’s very smooth and slippery,” says Torfinn Mykkjaaland, PET Production Manager. “We have to generate sufficient traction on the closure, and that functions well with the capper Krones chose.”

**Flexible packaging options**

In order to have maximised flexibility in terms of packaging, enabling Voss to meet the most disparate market requirements, a multipacker has been installed in addition to the Variopac Pro WTS. This multipacker creates four- or six-packs, which in turn the Variopac Pro WTS makes into 24-bottle packs on trays or shrinkpacks. And it places individual bottles in wrap-around cartons.

“We wanted top-class technology, and that’s what we got from Krones,” explains Plant Manager Grimsmo. “We run the line in two shifts, and we also have capacities for a possible third shift.” And this option is valuable, since Voss aims to progress its vigorous growth in the future as well.

“The block in the cleanroom provides us with the particularly important level of microbiological safety we need,” comments Grimsmo.

Voss also fills carbonated water and flavoured water in glass bottles. For dressing the flavoured-water containers, the firm installed a Krones Autocol labeller for applying pressure-sensitive labels.
Road transport continues to evolve exponentially and our sector is often involved actively on the path of progress.

The delivery fleet and its complementary logistics facilities are capable of doing more – much more – than the prime task of getting stock to retail and consumers.

We can do the deliveries more cost-effectively while building on the foundations of this core service. Among some of the many recent developments in trucking and logistics...

**Cow poop powering trucks**

Cow manure is poised to be pivotal in a biogas revolution and contribute to a fossil-free fuel future. Pioneering Arla www.arla.com farmers are starting to make the most of their cow’s manure by turning it into biogas, which is now powering Arla milk trucks in Sweden.

It’s not only the climate that profits from poop. The biogas can be a source of extra income for Arla’s farmer owners, and the biomass that remains after the cow manure is digested can be used as a fertiliser, which Arla says is more nutritious and odourless than the cow manure, creating a closed-loop system.

“The biogas initiative in Sweden demonstrates the potential of our farmer owners in Arla’s transition to becoming carbon net zero in 2050. We have a huge opportunity to develop the market for biogas as the cow manure from the Arla farmers in Sweden alone corresponds to 54 million litres of diesel,” says Kristian Østerling Eriknauer, Arla’s VP corporate responsibility.

Over 80 farmers in Sweden are already delivering manure to biogas plants, running both milk trucks and city buses.

Over the next two years, as well as poop-powered vehicles, battery-powered electric trucks will be tested in Arla’s core markets.

**Truck-sharing extension**

Ryder System www.ryder.com, whose fleet management and supply chain solutions are utilised by the beverage sector, has extended its COOP by Ryder peer-to-peer truck-sharing platform to Orlando, Florida.

This first-of-its-kind digital platform allows fleet owners to generate revenue by simply renting their idle commercial vehicles to other businesses, providing a new source of rental trucks and trailers to a network of carefully vetted companies, large and small. First launched in 2018, the asset-sharing platform is available throughout Georgia and across parts of Florida.

“COOP aims to bring the same model to Central Florida by giving Orlando, a bustling tourist destination with an abundance of food, beverage, and production companies, the same opportunity to generate revenue from idle equipment,” said Richard Mohr, Ryder’s chief technology officer, fleet management systems.

**Road/rail cold storage transfers**

The world’s first shipping containers using materials that store and release cold energy are now being used in China. These ‘refrigerated’ containers for integrated road/rail applications use PCM based cold storage technology, developed by Professor Yulong Ding and his team at Birmingham in collaboration with CRRC Shijiazhuang, one of China’s biggest railway rolling stock companies.

CRRC Shijiazhuang is now delivering the first order of 49 passively-cooled containers to Yunnan Su Lida Agricultural Products Supply Chain Co. The containers are a performance-enhanced version of the launch units that were trialled in 2018.

The university’s Centre for Energy Storage worked with CRRC Shijiazhuang to develop the container using phase change materials (PCMs) that store and release cold energy.

Once charged the technology can keep the interior of the container within a set temperature range for over 100 hours.
For example, if the set temperature range is 5-12 °C, one charge could last around 140 hours; however, the duration can be increased to around 194 hours if the set temperature range is 0-5 °C. A full charge for a container can be achieved in less than two hours.

Compared with traditional technologies which rely on diesel-powered refrigeration, these PCM cooled freight containers have the advantages of constant temperature control, passive cooling, energy saving and environmental benefits, the development partners point out. The containers can easily be transferred between trains and trucks, offering enhanced flexibility across supply chains.

**Truck branding for charity**

Pepsi Bottling Ventures [www.pepsibottlingventures.com](http://www.pepsibottlingventures.com) has this year forged a partnership with the Kay Yow Cancer Fund. As part of the programme, a portion of proceeds from PBV fountain sales will be donated to support the organization’s cancer research efforts.

To help promote the initiative, the US bottler designed a PBV/Kay Yow branded delivery truck which is transporting product across North Carolina.

The Kay Yow Cancer Fund was established in 2007 by Kay Yow, the late head coach of the NC State University women’s basketball team, in partnership with the Women’s Basketball Coaches Association and The V Foundation for Cancer Research. Her career as a college head coach spanned 38 years and 700 victories, as well as winning the inaugural Jimmy V ESPY Award for Perseverance. Her continuing battle against breast cancer spanned 22 years.

The PBV truck branding is intended not only to signal PBV’s donation programme but also to involve more people in supporting the Kay Yow Cancer Fund.

**And announcing market arrival**

Oman’s new Mazoon Dairy Company [www.mazoondairy.com](http://www.mazoondairy.com) has included beautifully-livered delivery trucks in its very successful branding drive.

The company explains the logo which features on the truck cabs: ‘The story of our logo stems from the first tree planted on our site which symbolises the cycle of life. It tells a timeless story that spans the old and the new, and represents a strong society.’

**Hiring through social media**

Beverage producers are increasingly turning to social media to attract truck drivers and others for careers in the logistics chain.

One such is Hiland Dairy [www.hilanddairy.com](http://www.hilanddairy.com) whose recent Facebook post read: ‘Drive for the best! We’re hiring Class A-licensed commercial drivers in the Springfield, MO area. Apply now...’

Another is Coca-Cola Amatil in Australia [www.ccamatil.com](http://www.ccamatil.com)

Reads one of its social media postings: ‘At Amatil our drivers enjoy a career opportunity like no other. As independent contractors, they are an integral part of a first-class supply chain delivery of our product to our customers. If you want to join the world at Amatil and become a professional, business savvy and well-presented owner driver who will service our vending customers with the region’s favourite brands...’

And New Zealand’s Karma Cola [www.karmacola.co.nz](http://www.karmacola.co.nz) ‘COME AND WORK FOR KARMA COLA! We are looking for a new VAN DELIVERY DRIVER in Auckland. If you’ve got a full, clean licence, knowledge of the city, good upper body strength to carry the precious cargo and a rad personality, then apply now. Just flick an email to...’

Continued overleaf
London’s truck safety
Sentinel Systems www.sentinelssystems.co.uk is offering a safety camera package that can be customised to meet specific fleet requirements. Customisation can utilise any number of Sentinel’s systems, including forward, rear and side facing cameras for a 360° view of the vehicle’s surroundings.

Earlier this year it was announced that London mayor Sadiq Khan had committed to adopting Vision Zero for road danger in London.

Consultation feedback has shaped the DVS (Direct Vision Standard) proposal to now include a HGV Safety Permit, meaning all heavy goods vehicles over 12 tonnes entering or operating in Greater London will require a safety permit which will operate 24/7 and will be enforced on all roads within the Greater London Boundary from October 2020.

Permits for the scheme will be free of charge and are now being issued.

The DVS for HGVs assesses and rates how much a driver can see directly from their cab and was created to improve the safety of all road users, particularly pedestrians, cyclists and motorcyclists.

Research has shown that direct vision is the future in creating safer vehicles and safer urban environments. However, for direct vision to be implemented effectively a certain lead time is needed. To make this work, all lorries will be given a star rating of zero to five by Transport for London.

The star rating of a HGV relates solely to how much a driver can see of other road users directly from their cab. However, a vehicle that does not meet the minimum star rating threshold (1 star in 2020) will still be able to operate in London provided it has the mitigating safe system features fitted. The safe system is a series of vehicle safety measures to address the current poor levels of direct vision in the existing HGV fleet and reduce the overall risk HGVs present to cyclists and pedestrians.

As specialists in the vehicle safety industry for more than 30 years, Sentinel Systems have reviewed the requirements for zero star rated vehicles and are advising customers of the importance of installing a sensor system to warn drivers of the presence of vulnerable road users, an audible vehicle manoeuvring warning and a fully operational camera monitoring system.

Trucks on the label
It’s not often a branded delivery truck features on a soft drink bottle label, let alone a fleet of them. But that is what has happened with a nostalgic retro series of bottle cans from Asahi Beverage www.asahiinryo.co.jp, celebrating the heritage of Bireley’s Orange Classic – as we report elsewhere in this issue.

The bottle cans depict vintage packaging and advertising, with one showing trucks used in the past to deliver Bireley’s in Japan.

Refrigerated delivery tests
DENSO www.denso.com and Global Mobility Service www.global-mobility-service.com are to begin field testing a new transport service incorporating small refrigerated parcels to deliver fresh food, beverages and other products to commercial facilities and households in Indonesia.
In the field test, the partners aim to build a cold chain logistics network in the country, and identify and solve potential issues in establishing a new commercial business model for the future.

In Southeast Asia, there is growing demand for frozen and refrigerated food delivery due to diversifying dietary habits, economic growth and the spread of e-commerce. However, current refrigerated logistics services still experience issues with food safety and quality, and it is necessary to improve the effectiveness of refrigerated trucks in the region.

During the field test, small, refrigerated trucks equipped with DENSO’s small freezer will be lent to drivers. Drivers will then deliver fresh and frozen food for shippers. DENSO and GMS will examine the needs for transportation services of refrigerated parcels and driver revenues from delivering fresh and frozen food and beverages for shippers.

The two companies aim to operate services using GMS’s loan repayments system in the near future and open the delivery job for those who do not have enough income to take out a loan for a truck, as well as improve refrigerated transport services in Indonesia.

**Spartan expands specialty truck production**

Specialty vehicle manufacturer Spartan Motors [www.spartanmotors.com](http://www.spartanmotors.com) has purchased the assets of General Truck Body and has taken over a production facility located in Montebello, California.

Going forward, the facility will be used to manufacture and assemble custom aluminium and composite-side truck bodies, refrigerated trucks, stake body trucks, curtain side and moving vans, last mile delivery vehicles and upfits, and other Work Driven Design vocational solutions across GVWR Classes 1-7.

GTB joins Spartan’s Fleet Vehicles and Services business unit. It will go-to-market under the Utilimaster brand.

**CCBSA smart trucks**

Coca-Cola Beverages South Africa [www.ccb-saco.com](http://www.ccb-saco.com) is running a five-year pilot project to operate a Performance-Based Standard (PBS) trailer between Bloemfontein and Uppington.

The PBS trailer is 27.9m long and can transport 44 pallets, as compared with the conventional 30-pallet trailer. This truck is expected to reduce road traffic and improve safety, while also enhancing productivity for CCBSA.

“Performance-based standards are a way for vehicle designers to come up with innovative ideas. Trucks and trailers designed in this way are often called smart trucks, noted Jika. CCBSA and South Africa’s Department of Transport have formed a partnership aimed at designing, manufacturing and operating a number of projects to demonstrate the PBS concept, and the positive impact it could have on South Africa’s logistics industry from multiple perspectives, especially safety and productivity.”

As part of this partnership, CCBSA has made available two of its simulator trucks to the department for one day a week for the purpose of training truck and bus drivers across the country. These simulator vehicles are used by CCBSA to train its own drivers, including those who will be driving the new PBS vehicles.

“Performance-based standards provide greater leeway for vehicle designers to come up with innovative ideas...”
**MARKETING & PROMOTION**

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**Tampa Bay Lightning**

PepsiCo North America Beverages www.pepsioco.com has become a ‘championship partner’ with Tampa Bay Lightning, known as the Bolts, taking over from Coca-Cola.

The seven-year deal gives the PepsiCo beverage portfolio exclusive serving rights at AMALIE Arena as well as access to the team’s marks and logos for marketing, activation and community engagement.

Community elements in the partnership include the entitlement of one of the organisation’s 10 Lightning Made Street Hockey rinks currently being constructed in Tampa Bay, support of the annual Bolt Run and participation in fundraising events, including Coop’s Catch for Kids and the Bolts and Bulls golf tournament.

In addition to community support, fan engaging experiential programmes across hockey, eSports and music will be launched in the initial year of the partnership.

More than 100 Pepsi branded recycling containers will be placed throughout AMALIE Arena.

Tampa Bay Lightning www.nhl.com/lightning are a professional ice hockey team based, as their name indicates, in Tampa, Florida.

**Gatorade 5v5**

Gatorade has released an original long-form documentary series entitled ‘Cantera 5v5’ www.gatorade5v5.com Produced in partnership with All Rise Films and the PepsiCo Content Studio, this looks at the stories of five aspiring athletes competing in the 2019 Global Gatorade 5v5 Soccer Tournament and their road to the finals.

The episodes feature the stories of Yahya Sabbar (Italy), Rodrigo Alpizar (Mexico), Gisela Robledo Gil (Colombia), Daniel Zabala (Argentina), and Flavia Alonso De Carvalho (Brazil).

The Global Gatorade 5v5 Soccer Tournament is an annual five-a-side soccer tournament for 14 to 16-year-olds which runs across Latin America, North America, Asia and Europe. Since the tournament started four years ago, more than 18,900 teams have competed, fuelling a new generation of soccer players and providing them with the opportunity to compete for their country on a global stage.

“The Gatorade 5v5 Soccer Tournament is an amazing global programme filled with poignant stories from on and off the pitch. It was inspiring to see the dedication and drive of the competitors and we’re honoured to bring their stories and passion to the screen,” said film-makers Jeff and Michael Zimbalist.

**Allstate All-America Cup**

Sports hydration brand COCOS www.cocos5.com signed up as the official hydration drink of the Allstate All-America Cup.

This event www.allstatecup.com brought together the country’s rising high school soccer stars – male and female – to compete on a national stage.

A statement from COCOS claimed that ‘as athletic events are increasingly looking for healthier options than traditional sports drinks, COCOS is a better choice since it offers all-natural hydration with half the sugar as legacy brands, naturally sourced electrolytes and zero artificial ingredients’.

**Bottler supports team rebirth**

The migration of the Oakland Raiders to Las Vegas, set to morph into the Las Vegas Raiders www.raiders.com for the 2020 National Football League series and beyond, is an epic sports saga in its own right. Helping them open this new chapter is Reyes Coca-Cola Bottling www.reyescoca cola.com which has signed a partnership agreement with the team and Allegiant Stadium.

“We have a long and proud history of serving the Las Vegas community and are incredibly excited to do so now alongside the entire Raiders organisation,” said Bill O’Brien, chief executive of Reyes Coca-Cola Bottling.

The Raiders and the bottler are also collaborating to reward fans with unique game day and season-long promotions.

Their partnership will also be reflected in joint philanthropic efforts.

Reyes Coca-Cola Bottling is part of Reyes Holdings www.reyesholdings.com whose worldwide operations include the biggest beer distributor in the US, massive foodservice supply activities and Great Lakes Coca-Cola Bottling serving Chicagoland and the US Midwest.
**Peet’s sign with 49ers**

Two brands with roots in the San Francisco Bay area – Peet’s Coffee [www.peets.com](http://www.peets.com) and the San Francisco 49ers [www.49ers.com](http://www.49ers.com) – have signed a multi-year extension of an existing beverage programme at Levi’s Stadium.

“Peet’s Coffee has greatly contributed to the Levi’s Stadium experience since we opened the venue more than five years ago and we are extremely happy to expand that presence in 2019 and beyond,” said Brent Schoeb, 49ers chief revenue officer.

“From early morning meetings to late-night film study sessions, Peet’s Coffee is a staple around our offices.”

To mark the extended partnership, Peets is offering discounts for online shoppers until the end of the year, using a NINERS promotional code.

**Youth development programme**

Kirin Beverage Co [www.kirin.co.jp](http://www.kirin.co.jp) has signed an agreement with the Japan Football Association and the JFA Youth Development Programme to act as a technical partner, supporting the JYD training and coaching activities by not only providing beverages but also education on the importance of hydration and countering heatstroke.

Kozo Tajima, chairman of the Japan Football Association, said JYD was an investment for the future, both by the association and sponsoring companies.

Hideki Horiguchi, Kirin Beverage president and representative director, noted that the Kirin Group had been supporting the national soccer team since 1978. “With this JYD partnership contract, we will work to support the next generation of players and leaders for further development of Japanese football.”

Kirin Beverage had in recent times upped its involvement with children’s health and wellbeing, he commented.

**Share a Coke takes to the field**

Share a Coke is hitting the gridiron by featuring nearly 60 US college and professional football team logos on 20oz bottles of Coca-Cola and Coke Zero in a sporting extension to the highly successful bottle personalising concept.

Football-related nicknames like Squad, #1 Fan, Pro and Legend are also featuring on a variety of can and bottle sizes.

“We’re excited to give consumers the opportunity to share some team spirit when they Share a Coke this football season,” said Oana Vlad, director, Coca-Cola Trademark. “We hope to unite friends, fans and even rivals through the power of Share a Coke.”

The sports programme is part of an ongoing series of fresh ideas to keep the Share a Coke concept lively.

It will also feature in the ESPN College GameDay broadcasts and in McDonald’s promotions.

Pulling off such a regionalised programme required several supply chain innovations – including developing custom labels with codes identifying correct team logos in each market before producing and shipping the product.

“Shifting from a national to a hyper-local approach is incredibly complicated and could only happen with the partnership of our bottlers,” explained Vlad. “Last summer we made the decision, together as a system, that Share a Coke would be our biggest push for 2019. Collectively, we believe in the power of our football assets at the local level.”

Share a Coke was first introduced in Australia in 2011. Since then it has appeared in more than 100 countries worldwide.

**Believeland Pepsi**

For 11 years, dedicated football fans have waited anxiously for the return of NBC Sunday Night Football to Cleveland. On September 22, the wait was over. To celebrate Sunday Night Football Pepsi, with the help of defensive end Myles Garrett, released a (very) limited edition ‘Believeland’ Pepsi, a custom orange-coloured cola.

Only 1100 bottles were produced, 100 for each year of the wait. It was offered at the traditional tailgate party which was free to all fans.

“There has been so much hype and energy building among fans across the country this year, and it’s amazing that Pepsi is doing something extra special with the launch of ‘Believeland’ Pepsi and party on Sunday,” said Garrett.

“When we saw the game on the Sunday Night Football schedule this year, we knew we had to do something to celebrate with the city,” said Todd Kaplan, Pepsi’s VP marketing. “We wanted to celebrate the fact that after an 11 year wait, Sunday Night Football has finally returned to Cleveland.”
Processing

Innovative water monitoring

NESTLÉ Waters www.nestle-waters.com is deploying the SAAS real-time data analysis solution from French start-up Aquassay across its industrial output in more than 20 countries.

Established in 2015, Aquassay www.aquassay.com offers solutions to optimise water management not only for industrial sites but also for cities, following the water efficiency guidelines: consume less and pollute less.

SAAS is already operational at Nestlé Waters’ Henniez, Switzerland and Benha, Egypt sites for continuous monitoring of both water quality and quantity. For the Benha site, Nestlé Waters Product Technology Centre worked with Aquassay to develop an innovative monitoring system that allows early detection of issues, successfully avoiding unplanned and costly production shut-downs.

“This technology gives us real-time data and trend analyses using predictive models to help Nestlé Waters consume less and produce the highest quality water by monitoring every aspect of the process in our bottling plants,” said Peter Hagmann, Nestlé Waters’ head of operations.

The on-line application gathers and visualises data on smart phone, tablet and computer to aid prompt decision-making, including troubleshooting and maintenance planning. The technology will give Nestlé Waters’ operations and water resources team continuous data from its facilities to provide the many benefits of HPP to our customers, including expanded shelf life, food safety and cold pressed, fresh-like juices with no added chemicals or preservatives, while leveraging our packaging capabilities.”

Andres Hernando, president and chief executive at Hiperbaric, said the Hiperbaric 525 Bulk was a global innovation for large production of HPP beverages.

The equipment is based on a revolutionary concept (patent pending) in which beverages are processed in bulk before bottling. The machine delivers up to 4000 l/h, claimed to be the world’s largest production capacity, with low processing cost and minimum energy consumption.

“AHB www.hermes-boissons.com has for the last 20 years been owned by Tropicana Europe, part of the PepsiCo group. Hiperbaric is headquartered in Spain, with North American operations based in Miami. Hiperbaric has become the first company to invest in new processing equipment from Hiperbaric,” said Cyril Ledran, AHB’s president.

“The in-bulk machine will enable us to provide the benefits of HPP to our customers, including expanded shelf life, food safety and cold pressed, fresh-like juices with no added chemicals or preservatives, while leveraging our packaging capabilities.”

ATELIERS Hermes Boissons, a French co-manufacturer, has become the first company to offer handling large quantities of juice.

“Premiumisation is the most significant trend influencing the European fruit juice market. Our goal is to provide the highest quality juices, and Hiperbaric 525 Bulk will allow us to do that,” said Cyril Ledran, AHB’s president.

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Bulk juice premiumisation

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Water test distributor appointed

IDEXX Laboratories www.idexx.com, one of the world’s leaders in rapid microbiological testing for water, has appointed Thermo Fisher Scientific as a distributor of its portfolio of products within the EMEA region. This is being effected through the Fisher Scientific channel industrial business, focused on beverage, food and cosmetics markets.

Products included within the agreement are IDEXX’s Colilert-18, which detects coliform bacteria and Escherichia coli in 18 hours, and which in 2012 became the ISO 9308-2 reference method and Pseudalert for the detection of Pseudomonas aeruginosa, which was also recently accepted as the new ISO 16266-2 water quality standard.

IDEXX’s Enterolert-DW test will also be available for the isolation and enumeration of enterococci in drinking water as well as HPC tests and equipment.

“The IDEXX tests are accurate and easy to use and offer customers the opportunity to carry out water testing either within or outside of a laboratory setting,” commented Andrew Headland, associate director at IDEXX. “This partnership widens the reach of IDEXX to industries beyond those we currently work in, and we are keen to open up new markets for our products.”

Thermo Fisher Scientific www.eu.fishersci.com has world revenues of more than $24 billion annually and employs some 70,000 staff.

IDEXX entered the water testing market in 1993 with Colilert, now one of the most frequently used testing methods for the detection of coliforms and E. coli in water worldwide. More recently, IDEXX launched Pseudalert for 24-hour detection of Pseudomonas aeruginosa in bottled water, hospital water systems, pools and spas.

!”

www.softdrinksinternational.com

www.idexx.com
Aseptic processing flexibility

PLANT supplied by Italian manufacturer A DUE www.adue.it to one of the largest bottlers in Algeria is going to serve three aseptic filling lines and will be able to prepare whole milk (through hydration of powdered milk), flavoured milk (with cocoa, coffee, strawberry, vanilla, etc.) and fruit juice with or without addition of milk.

At the project design stage key parameters taken into consideration included commercial availability of the raw materials, in particular whole milk powder with 26% fat content, and skimmed milk powder with 1% fat content; chemical-physical composition of the raw materials and the form (colloidal solution, emulsion, solution) in which the various components are present once dispersed in water; variables affecting the protein rehydration; and the possible thermal treatment technologies suitable to destroy human pathogenic microorganisms and reduce microflora as much as possible.

Among other factors were the reduction of problems related to the effects resulting from the thermal treatment of sugars and proteins: Maillard reaction, browning, caramelisation of lactose; protein denaturation, with possible release of hydrogen sulphide, appropriate CIP cycle of the installation; and the optimisation of the plant layout to protect other beverage preparation areas from contamination that can be caused by milk being a source of allergens.

For the preparation of flavoured milk using the A DUE plant, rehydrated milk is added with sugar (where appropriate), flavourings and stabilisers. All of them are prepared in special mixing areas and the mixing phase is followed by thermal treatment and homogenisation.

For the preparation of fruit juices containing rehydrated milk, the first step is the milk rehydration; this then becomes an ingredient of fruit juice (10-15% maximum content). Then the other ingredients are added (sugar, fruit concentrates, flavourings, etc.).

A DUE says the change of the product pH (3.5 ÷ 4.0, therefore with high acidity) implies the variation of the thermal treatment, which will be carried out at about 105 ÷ 110°C.

Separator repair times cut

FOLLOWING a series of ‘optimisation measures’ at its Centre of Excellence in Oelde, Germany, GEA www.gea.com has begun significantly reducing the general repair times of its separators.

Infrastructure and organisational improvements, as well as the appointment of an assessment coordinator, have enabled numerous synergies, resulting in inspection and repair times being reduced by up to 40% worldwide, the company says.

For particularly urgent cases, GEA is now offering a ‘Fast Lane Service’, which enables affected separators to be repaired in less than 10 days, depending on the requirements.

‘Shipment, reporting, repair, inspection and return require a certain time frame, which can be bridged via bowl rentals or spare parts,’ notes GEA. ‘However, this is not always the optimal solution for customers.’

The Fast Lane Service is handled by a dedicated team. These employees work alongside GEA’s regular diagnostic and repair service teams, but have the advantage of being able to exclusively handle prioritised cases more quickly.

The Fast Lane Service is offered for separators in all application areas with a surcharge based on bowl diameter. The offer is currently limited due to capacity and time considerations. For this reason, a small steering team will decide on the urgency of each repair based on diverse criteria.

Once a repair is prioritised, the operational team takes over the order, managing the entire process which includes cooperating with the specialist departments as well as arranging for the dispatch of parts and repaired machines, thereby reducing overall lead times by up to 80%.
ElkeMelk traceable milk

THE growing interest in local products from known origins motivated Wageningen company TOP BV www.top-bv.com to develop a completely new processing line to make traceable milk a reality.

Known as ElkeMelk, the concept is based on the milk of each individual cow having a unique taste.

In order to make ElkeMelk technically viable, dairy farmer and initiator Matthijs Baan turned to TOP BV for assistance.

TOP BV was happy to take on the challenge and has since developed a process from scratch for this milk pasteurisation concept. The process line consists of a pasteuriser in combination with a filler and an intelligent software system.

Together with the dairy farmer, a seamless connection to the milking robots was established.

Further, the system was kept small enough to work well within the limited space that was available at the food grade area on the farm.

TOP noted the pasteuriser was designed to function well as a stand-alone unit and is very suitable for small food producers who are looking for a professional industrial machine for pasteurisation of various liquid foods such as fruit juices and smoothies. The filler was designed to work in line with the pasteuriser.

Because the bottles are automatically imported and exported only one person is needed to operate the complete processing line.

Low cost made-to-order juice

COLD press juice equipment manufacturer Goodnature www.goodnature.com has launched the M-1 juice press which they describe as ‘the first commercial cold press juicer’ built specifically for made-to-order juice.

“Retail customers are used to having to choose between fresh or cold pressed juice. Now they can have both,” said Eric Wettlaufer, the company’s chief executive. “Our latest innovation, the M-1, bridges that gap and allows our customers to offer the best cold-pressed juice, on-demand.”

Making 12-16 ounces of juice on the M-1 takes less than three minutes, and only one of those minutes is labour time, he explained.

“After the user grinds the produce, they can simply push the press button and walk away while the pneumatic press slowly squeezes the ground produce, creating the world’s best, most nutritious juice. This allows the user to focus more time on their customers or prepping to make the next juice.”

The M-1’s patent pending ReadyGrind technology eliminates the need to clean between recipes by allowing the grinder to be swapped with a clean set in about five seconds. With a small footprint less than 12 inches wide and an affordable list price, juice bars, cafes, and restaurants can now serve true cold-pressed juice even if it’s not the focus of their business, noted Wettlaufer.

Other cold press juice equipment offered by Goodnature include the X-1 Mini, X-1, X-6, SX-280 and the Maximizer. The Goodnature story dates back to 1976 when founder Dale Wettlaufer started making small cider presses from his cabin in the woods. More than 40 years later Goodnature is still a family company, manufacturing everything in Buffalo, New York, and now shipping to over 70 countries.

MRO services explained

BRAMMER Buck & Hickman, a major British industrial MRO (maintenance, repair, overhaul) supplier, has produced a new brochure covering the company’s wide-ranging products and services aimed at the soft drinks sector.

Brammer Buck & Hickman www.bbh-rubix.com is part of the Rubix group, one of Europe’s largest suppliers of industrial MRO products.

With extensive experience of working with the biggest names in the soft drinks sector, BBH says it has developed an in-depth understanding of the MRO, PPE and tool requirements of this sector.

‘The new brochure identifies the key issues in this industry, including hygiene, health & safety and pressures surrounding continuous production, and shows the range of Brammer Buck & Hickman products and services that enable customers to reduce repair downtime and maintenance costs, whilst increasing productivity.’

Product overviews featured within the brochure include couplings; soft drink try-specific chains and belts; process hoses; motor gear units; hygienic pipe valves and fittings; solid oil technology, linear; high temperature and maintenance-free bearings.

It also highlights BBH’s workshop services, delivered through four specialist engineering centres.

A condensed case study included in the brochure demonstrates how BBH supports companies in the soft drinks sector. This is reinforced by details on how the company helps reduce customer costs and improves production efficiency through, for example, recommending alternative branded parts, product standardisation, training and on-site services.

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Digital networking R&D

KHS www.khs.com is driving a number of research and development projects which focus specifically on digital networking and line optimisation.

One goal of its group strategy is to boost line efficiency and cut down on the amount of resources used such as materials and energy.

“When deciding whether we implement an idea or not, it’s the added value for the customer that counts for us,” said Matthias Schopp, head of engineering systems at KHS. The company thus finds it prudent to enter into close cooperative partnerships with its clients to this end.

“These provide the perfect conditions in which to approach new technologies with realistic expectations and with an open mind as to their outcome. This is demonstrated by our various sponsorship projects, for instance, where we can experiment with new technologies in a kind of ‘protected space’.

“This can definitely be referred to as a platform which enables our developers, together with experts outside the company, to try out new ideas that carry a certain risk of implementation.”

KHS believes one vital driver of progress to be networking and cooperation with external research institutes and universities.

One research project KHS recently brought to a successful conclusion with its partners bears the name DnSPro. This acronym describes the development of a filling system that is equipped with various sensors and an intelligent logic controller.

“The results from this project can form the basis for future filling machines where the machine can perfectly adjust itself to a new project automatically, with the automated variation of filling parameters replacing manual setup procedures,” is how Matthias Schopp described the benefits of the self-optimising filling system.

This development centres on the application of machine learning for perfect adaptation to the bottle form, making the filling process quicker and more efficient.

The project has evolved from a cooperation between five industrial companies and the Ostwestfalen-Lippe University of Applied Sciences and Ruhr University in Bochum.

“Both the cooperation and interdisciplinary development of the machinery were exemplary in this project and will make a major contribution to future product developments,” said Schopp.

Berlin growing in Europe

BERLIN Packaging www.berlinpackaging.com has been on the acquisition trail in recent months, bolting on companies that complement and extend its own full-service coverage of glass, plastic and metal containers and closures.

The company has a stronghold in North America, where it has operated since 1898, and a rapidly expanding global footprint, including operations in China, South Africa, and five European countries. Berlin Packaging operates in Europe through its Bruni Glass division, headquartered in Milan, Italy and its Bruni Erben division, headquartered in Hadleigh, England.

Among recent buys was Vincap B.V. and Adolfse Packaging B.V. (jointly, Vincap & Adolfse), a supplier strategically located in Utrecht, Netherlands. Vincap & Adolfse brings extensive experience in food and beverage closures and pharmaceutical packaging and well-established operations in Northern Europe.

Vincap & Adolfse will be integrated into the Bruni Glass organization.

“As Berlin Packaging continues to acquire companies that share our commitment to quality, service, and bottom line growth for our customers, we further separate ourselves from the competition with a tremendous global footprint, an unparalleled product and service offering, and a long history of double-digit organic growth,” said Andrew Berlin, chairman and chief executive of Berlin Packaging.

Another acquisition in Europe is Vidrimon which supplies olive oil bottles and innovative glass packaging to customers in Southern Europe.

It will also be integrated into the Bruni Glass organisation and the new company will be called Bruni Glass Iberia, a Berlin Packaging Company.

Berlin has also acquired Vetroservice srl which began in the early 1900s as a rope covering company for the famous Fiasco Chianti bottle, eventually expanding operations to serve as an important supplier of glass packaging for the food and wine markets.

Commented Andrew Berlin: “Like Berlin Packaging, Vetroservice has a long and storied history and over a hundred years’ experience thrilling customers and revolutionising the packaging business.”
Aseptic packaging solution

SERAC, www.serac-group.com has introduced an aseptic packaging solution with BluStream. The system is claimed to be capable of a bacteriological reduction on Bacillus Pulumilus without leaving any chemical residue - eliminating the potential consumption of chemical agents in the decontaminate bottle.

Unlike peracetic acid (PAA) and hydrogen peroxide (H₂O₂) treatments that rely on chemical principles, BluStream is based on a physical process, Serac explains.

‘It uses an issuer which throws an electron beam over the container’s surface. Electrons quickly destroy micro-organisms by breaking their DNA chains. This enables BluStream to achieve a 5 log bacteriological reduction on Bacillus Pulumilus with a 1.5 litre bottle in about five seconds.’

BluStream is a simpler process which makes sterilisation easier to monitor, says Serac.

‘The BluStream process only depends on three critical easy-to-control parameters (voltage, current intensity and exposure time). The treatment is also more economical in production because it requires no chemicals, no water, no compressed air and a minimum increase in electrical consumption comparable to the H₂O₂ treatment.’

BluStream treatment is compatible with all kinds of plastics: HDPE, PET, PP, PS whatever their weight or shape (off handle). All bottle sizes can also be treated, provided that the neck diameter is above or equal to 30 mm.

Treatment efficiency allows this method to be used for high-acid products (fruit juices) as well as for low-acid products (cow milk, soy milk, other vegetable milks and all nutritional products).

Al new frontier for Computer Vision

CUSTOMERS and markets are demanding ever-more sophisticated inspection performance to ensure constant maximisation of output quality and allow real-time resolution of any potential deviation from production standards, says SACMI, www.sacmi.com.

To keep up with these requirements, the company is developing Computer Vision by SACMI, starting with a cutting-edge application that executes on-line preform quality control using polarised light.

Generally used to identify abnormal stress on preform surfaces, polarised light inspection previously had the drawback of being impossible to perform directly on-line because traditional algorithms were not up to the task, notes SACMI.

‘SACMI has now succeeded in replacing traditional sampling checks – performed manually on test benches – with a fully automated control system that works in combination with advanced AI algorithms.’

At trade shows the company is showcasing the PVS10L, equipped with the new, patented SACMI control system.

With the PVS10L, the preform line is transformed into a system that can simply and quickly ‘self-learn’ all the required checks. This simplifies QC procedures and improves working conditions for operators, who can work directly on the line without having to manually set inspection recipes, the complexity of which reflects the growing sophistication of products and customers’ changing needs.

SACMI’s Computer Vision range depends on the drive to develop algorithms reliable enough to automate such tasks. That approach is becoming the standard in various fields and is leading to the development of new applications and other products and/or stages of the production process.

The ultimate goal is to boost quality control, extending it from inspection of every individual product to government of the entire production process, thus maximising line efficiency by objectively identifying – without variables that depend on human intervention – the problem type and its origin.

Development of AI algorithms – used together with traditional video camera inspection techniques – is also being driven by the need to simplify the system.

Cardboard replacing shrink wrap

Coca-Cola European Partners, www.ccep.com expects to remove 4000 tonnes of single-use plastic by swapping shrink wrap for cardboard in its Western European territories: Andorra, Belgium, continental France, Germany, Great Britain, Iceland, Luxembourg, Monaco, the Netherlands, Norway, Portugal, Spain and Sweden.

The shrink wrap on its can multi-packs will be replaced with 100% recyclable, sustainably sourced cardboard, with either an FSC (Forest Stewardship Council) or PEFC (Programme for the Endorsement of Forest Certification) certification.

The company’s longer-term goal is to make all the secondary packaging in its supply chain as sustainable as possible, by working with its suppliers on innovative technical solutions.

“We know that consumers are seeking more sustainable alternatives for packaging,” said Joes Franses, CCEP’s VP sustainability.

“We are committed to removing all unnecessary single-use plastic from our products.”
MMC joins Tekni-Plex family

TEKNI-PLEX www.tekni-plex.com has purchased Canadian automation equipment solutions manufacturing MMC Packaging Equipment. This will now be integrated with Tekni-Plex’s Tri-Seal business.

Headquartered in Laval, in the Montreal metropolitan region, Québec, MMC is active in cap lining, slitting/folding, assembling and closing systems. The company also develops and sells vision systems and custom automation equipment.

MMC supports global customers in the beverage and food sectors as well as personal and home care, pharmaceutical, chemical and industrial sectors.

“As experts in designing, assembling and supplying leading-edge, high-speed, post-moulding automation systems, MMC’s global business perfectly complements Tri-Seal’s worldwide manufacturing footprint,” says Paul Young, Tekni-Plex’s president and chief executive.

“With their innovative products and excellent manufacturing capabilities, as well as a very strong management team, we will be able to bring even more solutions to our customer base.”

MMC is the fourteenth acquisition Tekni-Plex has made in the past five years, supporting its strategy to grow its business through transformative acquisitions and strategic add-ons.

Tekni-Plex is headquartered in Wayne, Pennsylvania and operates manufacturing sites across nine countries worldwide to meet the needs of its global customers.

Cost-effective shrink sleeving

A PARTNERSHIP between two US family-owned machinery companies, Connecticut-based PDC International www.pdc-corp.com and Marburg Industries www.marburgind.com in California, has produced an economical shrink sleeve labelling system combining the best of both company’s innovative technologies.

This is claimed by the alliance partners to be ideal for labelling both beverage bottles and cans.

The shrink sleeving system is a combination of a Marburg 625 FB Shrink Sleeve Applicator and a PDC KSA-70 Steam Shrink Tunnel. The Marburg applicator includes a 16-foot stainless steel conveyor that can handle speeds of 100 bottles per minute. The PDC KSA-70 is a three-zone steam tunnel.

The first zone enables the anchoring of the label under the bottle’s bottom radius; the subsequent two zones cover the body and neck, focusing steam with pinpoint accuracy.

Overall, the two machines offer simplicity of operation and ease of changeover, say the partners. They occupy a small footprint on the plant floor and can easily fit on any production line.

BCMPA at White Label expo

THE British Contract Manufacturers and Packers Association www.bcmpa.org.uk will be exhibiting at the inaugural White Label World Expo www.whitelabelexpo.co.uk on November 27-28 at the ExCel Centre in London, aiming to highlight the role of the association and its members in delivering outsourcing services across the white label and private label industries.

“We are continuing to see a strong interest and demand for our members’ services, both from established businesses, and importantly from this show’s perspective, an increase of enquiries from start-up companies seeking advice and help for their new brands and products,” commented BCMPA chief executive, Rodney Steel.

“Outsourcing enables brand owners to focus on their core operations and our members are ideally situated to provide manufacturing, contract packing, fulfilment, logistics and supply chain management service as well as full service from start to finish.”

“ Exhibiting at White Label World Expo is a natural fit for the BCMPA, and we are excited to be part of this new event, promoting the benefits of outsourcing and services of our members for the white label and private label industry.”

Rodney Steel.

Send your news to news@softdrinksinternational.com
Closed-cycle partnership

KRÖNES www.krones.com and Stadler Anlagenbau www.stadler.de have joined forces to harness plastic waste within the packaging system.

Their shared goal is to harness the advantages of plastics recycling for clients all over the world as simply and profitably as possible, by offering them already-existing, field-proven solutions in the field of sorting and recycling technology as complete single-sourced turnkey factories.

They’re also looking to jointly develop new solutions, processes and technologies themed around the sorting and treatment of waste.

By synergising the two companies’ specialist expertise and technologies, Krones and Stadler expect to generate significant impetus for recycling technology and the associated closed-cycle economy.

“We want to supply our clients with the very best quality in terms of material available in the sector,” said Willi Stadler, managing director of Stadler Anlagenbau GmbH.

Christian Fisch, who as head of plants at Krones is responsible for the alliance, commented that the “collaboration enables us to reduce and improve interfaces. Thus we’re not only progressing our technological and processing capabilities – we’re also once again significantly faster when it comes to handling specific customer projects.”

New UniKeg variant launched

UNIKEG A has been added to UniKeg’s range of products which are already available with Sankey-D and Sankey-S fittings.

Like the rest of the range, the A-fitting, also known as German slider, is compatible with existing MicroMatic universal coupling systems, so the kegs can be used anywhere in the world without additional cost.

Following an extensive period that incorporated design, prototyping, trials and customer feedback, the UniKeg A-type is now in full production.

Building on the success of the existing portfolio range, KeyKeg and UniKeg S&D, brand owners can add UniKeg A to their packaging mix, optimising their procurement and administration costs in the process according to the manufacturers.

“First and foremost, our double wall technology ensures that safety remains guaranteed, particularly in hot climates where a single wall keg may not deliver to the brand owner’s requirements,” said John Van Veen, head of R&D for UniKeg in outlining the new product’s points of difference.

“Second, the octagonal design of the handgrip and base cup made from 100% reused, circular material ensures the more sustainable option as 63% of the keg is made from reused, circular materials.”

The UniKeg system is produced by Lightweight Containers BV www.lightweight-containers.com whose headquarters are in Den Helder, Netherlands. Production lines are in the US, Netherlands, UK, Germany and a fifth line being set up in Spain.

Looking for beverage entrepreneurs

SIG www.sig.biz is collaborating with start-up accelerator Plug and Play www.plugandplaytechcenter.com to connect with entrepreneurs in the beverage and food sectors.

“To keep one step ahead we must continually innovate in this fast-paced and rapidly changing world, delivering differentiated products to consumers,” said Markus Boehm, CMO at SIG.

“To achieve this, we strongly believe in fostering entrepreneurial culture and look forward to working closely with forward thinking start-up companies to identify tomorrow’s trends, while paving the path to the future.

“Working together we can learn from each other gaining a fresh perspective, while empowering start-ups to take advantage of SIG’s global expertise in the food and beverage industry. Our collaboration with Plug and Play will open up opportunities for dynamic partnerships and we can’t wait to see what the future holds.”

Internally, SIG has also been motivating its employees to come forward with innovations.

In 2018 the company set up a Venture Capital Board to offer staff the opportunity to promote their entrepreneurial ideas independently.

Cimcorp signs UK distribution

FINLAND’S Cimcorp www.cimcorp.com, a manufacturer and integrator of turnkey robotic order fulfilment solutions, has signed an agreement with Conveyor Networks www.conveyornetworks.co.uk to represent it in the UK market.

Kai Tuomisaari, VP sales for Cimcorp, pointed out that Conveyor Networks “have excellent connections and experience in the food and beverage sector, as well as in e-commerce – both key markets for our solutions. Our robotic systems are ideal for automating the order picking process for grocery retailers.

“The UK is also a highly developed market for online shopping which means great potential for our robotic goods-to-person solution for e-commerce.”

Cimcorp Group is part of Murata Machinery (Muratec), a global supplier of turnkey automation for intralogistics, using advanced robotics, material handling and software technologies.
Environment

Wimpy Kid in action


The campaign features beloved Diary of a Wimpy Kid character Rowley Jefferson encouraging kids to start recycling and embody the idea that “awesome kids care.”

Kinney designed an exclusive cartoon illustrating the importance of recycling through the eyes of Rowley, the protagonist of Kinney’s latest book, Diary of an Awesome Friendly Kid. The visual prompts students and teachers to embrace recycling and understand that recycling every bottle, every can, every time is not only important, but a behaviour that is celebrated among their peers.

“Having Rowley Jefferson as the spokesperson for this year’s campaign is truly awesome!” said Kinney. “I hope that his positive spirit and kind-hearted values help encourage even more students to participate.”

Tom Mooradian, senior manager of environmental sustainability at PepsiCo said that “by incorporating the Wimpy Kid world into this year’s campaign, we’re aiming to showcase recycling behaviours in a fun, relatable way that will enable today’s students to see recycling in a whole new light and make it a gratifying part of their daily lives.”

Thai recycling plant possibility

PLASTIC packaging producer ALPLA www.alpla.com and PTT Global Chemical www.pttgroup.com are looking at the feasibility of building a recycling plant in Thailand.

“GC will work with ALPLA to conduct a study on investing in the first high-quality circular plastic recycling plant in Thailand, including materials such as rPET and rHDPE,” said Supattanapong Punmeechaow, GC’s president and chief executive.

ALPLA regional manager Bernd Wachter commented: “We have expertise in the manufacture of food-grade recyclates and we are experts in the processing of these materials into new packaging.

“Together with GC, we could implement a flagship initiative for the country and the entire region.”

In 2018 ALPLA signed the Global Commitment of the New Plastics Economy, an initiative of the Ellen MacArthur Foundation together with the United Nations Environment Programme. ALPLA set a target to expand its recycling activities, with an earmarked investment of 50 million euros.

Moreover, all packaging solutions should be fully recyclable by 2025. The volume of processed post-consumer recycled materials is to rise to 25% of total material usage.

Ecuador circular economy pact

SOUTH American bottling giant Arca Continental www.arcacontinental.com has signed the Circular Economy Pact promoted by the Government of Ecuador under the National Agreement 2030.

The pact raises issues such as waste utilisation and industrialisation, eco-design, clean production, sustainable and resilient infrastructure, education to promote responsible consumption patterns, sustainable businesses, progressive substitution of single-use plastics and the development of indicators.

The signing of the pact adds to the other efforts made by Arca Continental in all its territories under the circular economy model, as well as to the attachment of sustainable development goals throughout its business strategy.

Maize taps for coconuts

LAS Vegas-based fresh-tapped coconut supplier Coco Taps www.cocotaps.com has gone into a partnership with beyond GREEN www.beyond-green.com to launch their new taps, made from corn-based maize.

The taps are completely zero waste, biodegradable and ocean-safe.

“Making Coco Taps ocean-safe and biodegradable has been a priority, and especially now as we are actively in discussion with a number of major cruise lines and theme parks,” said Coco Taps owner Coco Vinny.

“Veejay Patell and his team at beyond Green are able to make our vision a reality and we could not be more excited for this partnership.”

Coco Taps provides 100% pure coconut water straight from the coconut source in its original natural packaging. A zero waste beverage company, Coco Taps has a patented invention and system that eliminates the need for processing and excess packaging.

Coco Taps are available at over 20 resorts, 60 restaurants and 40 convenience stores in Nevada, California and Arizona.
Nestlé Pure Life second AWS uptick

For the second consecutive year, Nestlé Pure Life www.nestle.com.th has shown its commitment to sustainable water management and environmental conservation by receiving the Alliance for Water Stewardship certification, the world-class standard that recognises good water resource stewardship practices, for the company’s factory in Surat Thani.

In 2018, Nestlé Pure Life’s factory in Ayutthaya was the first to be certified. The company sees the certifications as being in line with Nestlé’s purpose of ‘Enhancing quality of life and contributing to a healthier future’.

“At Nestlé Pure Life, we recognise the importance of sustainable water resources for today and for the future,” said Luca Chioda, business executive officer waters for Nestlé (Thai).

“Water is a scarce resource with less than 1% of the world’s supply usable for consumption. Nestlé Pure Life, as the no.1 drinking bottled water in the world, cares for water conservation and has been committed to responsibly and sustainably managing water resources for future generations by following water stewardship practice, starting with where we operate.

“Therefore, we are truly pleased that our Surat Thani factory has been certified by the international AWS standard. As part of the commitment to making water resource stewardship the topmost priority, we strive to achieve the AWS standard in all our Nestlé Waters factories around the world by 2025.’

Nestlé management and staff in Surat Thani invited representatives of local community and students from Wat Thung Siad School to attend an event regarding the factory’s AWS certification and also a special workshop on clean water, learning the basic skill of testing water quality in order to apply in their daily lives and share this know-how with friends and family members.

School director Bumpen Sakeaw said that “besides its constant support of clean water supply for school activities, Nestlé Pure Life’s Surat Thani factory also sends its experts to test the quality of water using at the school and ensure its cleanliness and safety, which has been one of many supports that we truly appreciated.

“Moreover, the factory staff has always welcomed our teachers and students to visit the factory for educational workshops, and also reached out to the community and offered helping hands in order to protect the environment within the community.’

rPET plant wins govt funds

Australian company Pact Group www.pactgroup.com reports that with funding received from the NZ Government’s Waste Minimisation Fund it now has the capability to use up to 100% locally sourced recycled Polyethylene Terephthalate (rPET) in food grade packaging.

A major recycler, Pact Group produces a wide portfolio of lines including beverage bottles.

“We are thankful for the support we have received from the Waste Minimisation Fund as it will enable Pact Group to produce an extensive range of 100% rPET food grade packaging products, including meat trays, bakery trays, deli containers, food containers, produce containers and beverage bottles,” said Eric Kjestrup, executive general manager of the Pact Group.

“This funding will contribute to Pact’s investment in state-of-the-art infrastructure that will thoroughly decontaminate the rPET flakes into material that can be used in the production of 100% recycled, food-contact approved packaging.

“Across the food and beverage sector, there is an increasing shift away from materials that have limited or no options for recycling, such as polystyrene and coloured PET. Investing in this infrastructure with the help of the WMF will provide our customers with a recycled substitute to the current virgin PET range with the same level of functionality,” said Kjestrup.

The new plant will be operated by Pact and located in Auckland. When full capacity is reached the site will have the ability to process about 10,000 tonnes of rPET annually. Soft drinks bottles will be a major feedstock.

Cross-industry recycling initiative

A coalition of nine bottlers and other FMCG producers have formed the Packaging Recycling Organization Vietnam, based on the 3R Rule (reduce-reuse-recycle).


PRO Vietnam is being hailed as a ‘first’ for competing businesses to work together on improving the country’s environment.

“We believe to sustain business growth we have to be committed to the society and the environment, contributing towards a clean, green and beautiful Vietnam,” said Pham Phu Ngoc Trai, PRO’s inaugural chairman.

“PRO Vietnam’s ambition is that, by 2030, all packaging material put into the market by its members shall be collected for recycling.”

“We are pleased to be joining the coalition, which is recognised by the government of Vietnam, to drive the circular economy and make recycling of packaging more accessible and sustainable,” said Ganesan Ampalamvanar, managing director of Nestlé Vietnam.

“Nestlé has a longer-term ambition to stop plastic leakage into the environment. Our involvement in PRO Vietnam will further accelerate our efforts to realise this ambition.”

PRO Vietnam will focus its activities on three pillars: first, educating consumers on recycling awareness and segregation; second, strengthening the existing packaging collection ecosystem; and third, supporting recycling programmes of processors and recyclers.

Join the Soft Drinks International LinkedIn group
**Human Resources**

**IN THE NEWS**

Amit Philip has joined TreeHouse Foods as SVP/chief strategy officer. He was most recently VP analytics and insights at The Hershey Company and managed a global team responsible for business decision analytics, consumer & shopper insights and advanced analytics. TreeHouse Foods is a major manufacturer and distributor of private label packaged foods and beverages in North America. It has over 40 production facilities across the US, Canada and Italy.

Packaging company TrakRap has appointed Graham Fox as business development manager after a significant investment – via a Northern Powerhouse funding programme - enabled it to expand its operations. Fox has more than 23 years’ experience across a wide variety of roles in the packaging industry and was most recently employed as sales manager for shrink-wrap specialist Marden Edwards Shrinkwrap, a role he held for almost six years.

Darigold has hired Richard Scheitler as chief information officer and Monica Johnson as its new general counsel. Scheitler was most recently CIO at The Wonderful Company and prior to that held roles in consulting organisations such as KPMG. Johnson has worked in food and beverage industries that are directly relevant to Darigold’s business.

Canada’s BevCanna Enterprises has appointed well known equity analyst Camilo Lyon to its board of directors. Lyon is founder and chief executive of Harixston Consulting, a firm focused on capital raising and advising early stage consumer brands as they progress through their stages of growth.

Nestlé Waters North America is promoting Vivek Bedi to EVP and CFO, effective from the end of the year when current EVP/FCFO Bill Pearson retires. Bedi is currently SVP finance, control and investments. He has been with Nestlé for more than 20 years, joining as a management trainee in the Nutrition Division.

Carol Mueller has joined Fruitbelt Sparkling Tonic in the role of VP sales and marketing. “One sip of Fruitbelt Sparkling Tonic and I knew I wanted to join the team,” she says. “I am passionate about food that nurtures the body and the environment and Fruitbelt’s focus on flavour and farmers makes this the perfect fit.” Mueller has more than 25 years of experience with foodservice brands.

VitaminEnergy functional energy shots has appointed Tim Duncan as regional VP sales for drug and grocery chains, covering the US Northwest and Midwest. He has over 20 years of experience in sales, operations and marketing. Duncan joins a management team led by chief executive Nick Mihnovets, VP business development Larry Greenway and VP sales Philip Gates.

Gatorade has signed young (19) New Orleans Pelicans NBA player Zion Williamson to its endorsement roster. “Gatorade has been in my life and in the locker room throughout my entire life. I’ve seen how important fuelling and hydration are to my performance,” he said recently.

All-natural beverages producer Reed’s has announced a restructuring of its executive leadership team to accelerate its continued business transformation to an efficient and effective asset-light model. The leadership changes include the appointment of John Bello, currently chairman, as interim chief executive and Norman E. Snyder as chief operating officer. Said Bello: “With the diversification of manufacturing, Reed’s will focus on building world class brands through on-trend product innovation, effective sales and powerful marketing. We have now entered a key next stage of our business transformation, where we are focused on executing the further development of our outsourced supply chain to support the anticipated growth of our core brands as we expand our sales and marketing efforts.” Bello and Snyder worked together in building SoBe as a major North American brand.

Balachandra Jarkiholi, a high profile Indian legislator, has been elected chairman of the Karnataka Milk Federation. He said he intended to run the organisation on apolitical and secular principles which could be a challenge, given KMF’s track record for political involvement. KMF is India’s second largest milk cooperative, behind Amul.

Chris Campbell has joined venture capital fund AccelFoods as an operating partner. Campbell stepped down earlier in the year from Chameleon Cold-Brew where he was chief executive and president. He was a co-founder of the company, now owned by Nestlé. AccelFoods has invested in a number of beverage and food start-ups.

The supervisory board of Krones has appointed Norbert Broger as CFO. Broger has spent 30 years in the beverage and automotive industries, most recently at Schuler AG which he will leave at the end of the year. He has already had a six-year stint at Krones (2006-2012) as head of controlling, risk management and strategic business development.

Chobani has promoted Peter McGuinness to president, reporting to chief executive and founder Hamdi Ulukaya. In addition to his current responsibilities overseeing Chobani’s demand function, McGuinness will also oversee Chobani’s supply chain, manufacturing, sustainability, and research and development functions. Federico Muyschondt has been named chief customer officer. In addition to his current role overseeing retail and interna-
resignation of Ben van der Veer and Tex Gunning after serving respectively 10 and eight years. In June the members’ council reappointed Hans Stocker for a new term of four years from December 17.

Veteran consumer packaged goods executive Larry Bodner has joined Bulletproof 360, the lifestyle company known for Bulletproof Coffee, as chief executive. He also becomes a director on the company board. Bodner most recently served as CFO for Sovos Brands, a portfolio of food and beverage brands.

The Moseley Group, a Massachusetts-based global food and beverage practice, has added Glen Helton its team as a managing partner. His career includes stints with food and beverage companies in the Middle East. “We’ve had the good experience to work with Glen as a client,” says Moseley Group managing partner Harry Milloff. “As an executive who’s spent his career in the food and beverage industry, he has an innate understanding of the nuts and bolts, and a brilliant ability to develop strategies that cut through the cluttered marketplace.”

Australasia’s a2 Milk Company has seen a recent change of CFOs. Craig Louttit has chosen to step back from the CFO role to spend more time with his young family but remains as deputy CFO. Race Strauss succeeds him as CFO. He has an impressive background, including over 20 years at Unilever, some of it based in Asian markets and in the UK. He was CFO of Australia-based international carrier Jetstar for five years and most recently has been CFO for Qantas Airlines.

All Market Inc, the parent company of coconut water brand Vita Coco, has appointed Martin Roper as president. In this newly created role, Roper will oversee operational and executional priorities for the company as its portfolio continues its explosive growth, according to the company. Co-founder Mike Kirban will continue as chief executive. Before joining Vita Coco, Roper served as president and chief executive of The Boston Beer Company for 17 years.

Scandinavian packaging materials supplier BillerudKorsnäs sustainability director Malin Ljung Eiborn is joining the group’s executive leadership team. Sustainability thus becomes a separate function at group level instead of, as previously part of the communication department. “The fact that Malin in her relatively short time in the company has already contributed strongly to our development made including her in the ELT an easy decision to take,” says Petra Eminsson, president and chief executive. She previously worked for many years at the Swedish Ministry of Foreign Affairs.

Starbucks has added three new directors, taking the company board to 13 members. They are Richard (Ritch) Allison, chief executive of Domino’s; Andrew (Andy) Campion and Isabel Ge Mahe, as EVP and CFO of Nike; and Isabel Ge Mahe, Apple’s VP and managing director of Greater China. “The addition of these directors complements our existing skills and experiences, and we are confident they will provide valuable perspectives as we continue to execute our strategy, drive growth and build long-term shareholder value for Starbucks,” says Starbucks chair Myron Ullman III.

Ron Rosenberg has been appointed group technical innovation director for Azelis. In his new role, Ron will be responsible for definition and implementation of the group’s vision and strategy regarding innovation, as well as providing guidelines and ensuring alignment on innovation priorities across the Azelis group. Furthermore, he will supervise and provide leadership to Azelis lab organisation across the entire group with the aim to foster, ensure and coordinate knowledge transfer and sharing of best practices across all 60 labs.

Dallas Cowboys NFL tight end Jason Witten has launched a partnership with Promised Land Dairy. He will serve as the face of Promised Land’s Midnight Chocolate Milk. Says Witten: “I drink milk to help with recovery post-workout, but the Midnight Chocolate Milk is definitely my choice.”

Singapore-based Olam International has appointed three new non-executive directors to its board as it continue to strengthen the board’s ‘overall skills-set and stewardship effectiveness’. Joerg Wolle and Ajai Puri will report to Hamdi Ulukaya.

On the recommendation of the board of Zuivelcoöperatie FrieslandCampina, the members’ council has appointed Elze Jellemá as a member of the cooperative board. This comes into effect from December 17 this year and she also joins the supervisory board of Royal FrieslandCampina N.V. At the same time, Angelien Kemna and Heiko Schipper will join the supervisory board. They will fill the vacancies that have arisen following the
two independent roles while Nagi Hamiyeh fills the non-independent role. Wolle is chairman of Kuehne+Nagel International and Klingelnberg AG. He was chairman of DKS Holding from 2017 until recently and was its president and chief executive from 2002-17. Ajai Puri is a non-executive director of Tate & Lyle, Firmenich and Britannia Industries. He has also served on other boards, including The Coca-Cola Company. Hamiyeh is the joint head of investment group and head, consumer, at Singapore’s Temasek International.

Californian producer Sol-ti has appointed James Murray as COO. He was previously VP brewing operations at Ballast Point Brewing where he oversaw production facilities in five different locations.

Kombucha and other beverages company Stratus Group has hired three new sales executives, all of them formerly with CORE Hydration. They are Dave Brown, Gabe Lopez and Michael Rigney. CORE became part of Keung Dr Pepper later last year. As we reported in our last issue, Louisa Lawless moved from CORE to Stratus Group to become chief strategy officer.

A.G. Barr is making a number of changes to its board. Martin Griffiths, who joined the board in 2010 and is the current chair of the audit and risk committee and senior non-executive independent director, will stand down at the board meeting in March 2020, following the completion of the 2019 audit cycle. Nick Wharton, who will have been on the board for just over a year at that point, will succeed Griffiths in the role of audit and risk committee chair and Susan Barratt will become senior non-executive independent director. In addition, following a board structure review aimed at improving long-term corporate governance compliance, the supply chain director, until now an executive director role, will move to a divisional director role and will continue to be held by Andrew Memmott who has stepped down from the board.

Stephen DeCorte has joined Zoom-}

Marnie Millard, chief executive of Vimto producer Nichols, has become ambassador for the Warrington Youth Zone. Millard said she aims to raise awareness and inspire the whole community to back the project in the next 12 months. “The Youth Zone will bring together young people from all parts of the borough, allowing them to socialise in a safe environment, try new activities, develop their skills and discover their talents.” The £6.5 million Warrington Youth Zone will be a state-of-the-art youth facility for young people aged 7 to 19, and up to 25 for those with additional needs, to enjoy over 20 activities every night for just 50p per visit.

Granny Squibb’s interim chief executive Jamie Schapiro has stepped down, saying the revamped governance structure is working well and doesn’t need him in the role any more. As we reported earlier, Schapiro was a consultant to the Rhode Island firm and came aboard for a short term as chief executive to help guide the restructuring. He will continue as a consultant.

Campbell Soup Company has appointed Mick Beekhuizen as SVP and CFO. He will be a member of the company’s executive team. Beekhuizen takes over from Anthony DiSilvestro who is leaving the company mid-month. Previously Beekhuizen was EVP/CFO at Chobani and earlier was a managing director at Goldman Sachs in the merchant banking division.

Snacks company pladis has chosen David Murray as its managing director for UK and Ireland. Murray has spent much of his career with PepsiCo, most recently as SVP and general manager for the global concentrates division, with operations in 11 countries.

Aaron Wong has become CFO at Vancouver-based Harvest One Cannabis, one of whose subsidiaries is Dream Water Global. Wong joined the company late last year as corporate controller. He takes over from Chris Podolsky who is remaining for the time being as an adviser. Liquid sleep shot Dream Water last month signed a partnership with NHL superstar Auston Matthews.
who plays for the Toronto Maple Leafs and was NHL rookie of the year in the 2016-17 season. Dream Water is now available in more than 30,000 retail stores throughout North America.

Conway MacKenzie, an Atlanta management consulting and financial advisory firm, has launched a Consumer Products Practice. The team will help clients ‘capitalise on growth opportunities and navigate challenges while facing unprecedented disruption from e-commerce, demographics trends, regulatory uncertainty, and shifts in consumer-brand relationships’. Leading the team is senior managing director Michael Musso whose extensive experience working with large multi-national brands includes Pepsi-Cola. Another team member, Lora DeVuono, co-founder and principal of Inspira Marketing Partners, also had a long career with PepsiCo.

Llanllyr SOURCE www.llanllyrsourc.com, the Welsh premium spring water and natural mixer company, has made several board-level executive appointments, led by interim chief executive John Wallington. These are intended as the foundation for establishing a team that will deliver the company’s new vision and five year business plan with a target of $22 million turnover by 2024. The company is preparing to raise £10m in growth capital before its 2020 re-launch. Interim chief executive John Wallington has spent 14 years in clean energy development, clean tech and sustainability investing at UPC Renewables. He retains his positions as partner in UPC Renewables Asia Pacific and managing partner of UPC Capital Ventures.

Mike Rosenblatt becomes COO North America for Llanllyr SOURCE. He has a background of 25 years with PepsiCo, including several field general manager roles and headquarters assignments in strategy, operations and service.

COO Europe Jo Lloyd-Davies has extensive experience in the beverage sector, with a particular focus on water. She was an executive director at Cott Beverages for five years and more recently has brokered and managed acquisitions and disposals in the water business. Notably, she acted for Princes Gate in the sale of the majority of its issued share capital to Nestlé, and for Lidl in its recent bid to secure the option to construct a new UK plant producing spring and mineral water.

Louis de Rohan becomes global CMO. He has 21 years of experience in the drinks business including with Beam Suntory, Bacardi Global Brands and Fever-Tree.
Not taxed as are other waters! Is not this immunity unjust and unfair to the national trade?
An extract from a recent prospectus: Sparklets afford the public the cheapest form of aerated waters obtainable; when used in the home they are not subject to tax in this country as are other aerated waters, and they are practically unaffected by the price of glass, as one bottle can be refilled at home time after time for an indefinite period.

Why should there be this differentiation in the interest of one class of aerated waters? Is there no member of Parliament who will call attention to this manifest inequality and injustice? Every mineral water manufacturer is actually penalised to the specific advantage of this rival.

Messrs. Stevenson and Howell & disabled men
Messrs. Stevenson & Howell, of Southwark Street, London, S.E. 1, have supplied us with an excellent illustration of the sympathetic character of the attitude which the affiliated industries and the great supplying houses of our trade adopt towards disabled men. The percentage of disabled men Messrs. Stevenson & Howell employ is at this moment twelve, and the firm have pledged themselves that that percentage shall not fall below eight.

Incident of the Maidstone streets
The horse attached to one of Messrs. Lyle's delivery carts took fright in George-street, and bolted to the top of Priory-road. There, coming in contact with the pavement, the front right wheel of the lorry was wrecked off. The horse continued down the road, and attempted to turn into Knight-rider-street, but the weight of the cart carried the animal right across the thoroughfare. It ran on to the pavement between the tramway standard and the wall of the Globe Inn, but the cart was too wide, and, becoming wedged, brought the runaway to a standstill.

The driver, Alfred Belchamber by name, who was luckily off the cart when the horse bolted, arrived, and released the horse, which had sustained only a few slight cuts. The crate of minerals were scattered along the road.

Was it beer or hop bitters?
A remarkable defence was successful in a prosecution at Coventry of the British Socialist Club, on a charge of permitting a person to consume intoxicating liquor during prohibited hours. In cross-examination, the police inspector said he was not prepared to swear that the liquor he saw was beer. He did not taste it or see it drawn. It was then submitted that the alleged beer was mineral water, and samples of beer and hop bitter were produced to show the similarity in appearance.

Belgium’s bottle factories worked steadily during the war and are now being increased. Are they a possible source of supply for British beverage trades?

The new claim will get a huge advertising budget and it will ride along with a fresh “look” built around a restyled Coke logo. The red and white colours will continue to be used while “bringing together our three trademarks – Coca-Cola, Coke, and the Coca-Cola bottle design”, as the company have recently put it.

The mid-October campaign will get a large portion of the $15 million advertising and packaging budget set aside for the 1969-70 sales effort.

We Hear–
THAT Mr. G. Kewley, managing director of Cantrell & Cochrane (Gt. Britain) Ltd., has been elected to the National Council of the National Association of Soft Drinks Manufacturers.

THAT J. Lyons & Co. Ltd. have introduced to the U.K. market a non-sweetened drink mix in six flavours named Gulp. It is packed in paper-foil-polythene sachets supplied by the Metal Box Co. Ltd.

THAT among exhibitors at this month’s ANUGA exhibition in Cologne were Dragoco showing their range of flavours and Doboy of Hamburg showing a shrink packaging line, a horizontal wrapping machine and a random case sealer.
## Events Diary

### OCTOBER

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<td>8th – 11th</td>
<td>USA</td>
<td>Process Expo</td>
<td>McCormick Place Chicago USA</td>
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<td>10th</td>
<td>UK</td>
<td>BSDA Industry Lunch</td>
<td>The Savoy London Berkshire UK</td>
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<td>15th – 16th</td>
<td>UK</td>
<td>Lo &amp; No Summit</td>
<td>Millennium Hotel London UK</td>
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<td>16th – 23rd</td>
<td>GERMANY</td>
<td>K Show</td>
<td>Messe Dusseldorf Dusseldorf Germany</td>
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<td>17th – 18th</td>
<td>UK</td>
<td>ISBT Bevtech Latin America</td>
<td>Hotel Fiesta Americana Reforma Mexico City Mexico</td>
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<td>17th – 18th</td>
<td>USA</td>
<td>Fi North America + SupplySide West</td>
<td>Mandalay Bay Las Vegas USA</td>
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### 21st – 23rd

<table>
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<th>Category</th>
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<tbody>
<tr>
<td>INDIA</td>
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<td>Fi India</td>
<td>Bombay Exhibition Centre Mumbai India</td>
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<td><a href="http://www.figlobal.com">www.figlobal.com</a></td>
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### 22nd – 23rd

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<td>FRANCE</td>
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<td>NutEvent</td>
<td>Le Couvent des Jacobins Rennes France</td>
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<td><a href="http://www.nutrevent.com">www.nutrevent.com</a></td>
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### 23rd – 26th

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<tr>
<td>TURKEY</td>
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<td>Eurasia Packaging Istanbul</td>
<td>Tiyap Istanbul Fair Convention and Congress Center Istanbul Turkey</td>
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<td><a href="https://packagingfair.com/en/Fair-Info">https://packagingfair.com/en/Fair-Info</a></td>
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### 27th – 28th

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<tbody>
<tr>
<td>UAE</td>
<td></td>
<td>Arab Beverage Association Conference</td>
<td>Grand Millennium Hotel Dubai Dubai UAE</td>
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<td><a href="http://www.abce.me">www.abce.me</a></td>
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### 28th – 30th

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<tbody>
<tr>
<td>USA</td>
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<td>American Beverage Association Centennial Advocacy Summit</td>
<td>Willard InterContinental Hotel Washington D.C. USA</td>
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<td><a href="http://www.ameribev.com">www.ameribev.com</a></td>
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### 29th – 31st

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<tr>
<td>UAE</td>
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<td>Gulfood Manufacturing</td>
<td>Dubai World Trade Centre Dubai UAE</td>
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### NOVEMBER

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<tr>
<td>5th</td>
<td>UK</td>
<td>Hot Topics in Soft and Fermented Beverages Seminar</td>
<td>Campden BRI Chipping Campden UK</td>
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<tr>
<td>11th – 14th</td>
<td>SAUDI ARABIA</td>
<td>Foodex Saudi</td>
<td>Jeddah Center for Forums and Events Jeddah Saudi Arabia</td>
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<tr>
<td>12th – 14th</td>
<td>GERMANY</td>
<td>BrauBeviale</td>
<td>Nuremberg Messe Nuremberg Germany</td>
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### DECEMBER

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<td>3rd – 5th</td>
<td>FRANCE</td>
<td>Fi Europe</td>
<td>Parc des Expositions Paris France</td>
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<td>9th – 11th</td>
<td>EGYPT</td>
<td>pacprocess</td>
<td>Egypt International Exhibition Center Cairo Egypt</td>
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<td>9th – 11th</td>
<td>UAE</td>
<td>SIAL Abu Dhabi</td>
<td>Abu Dhabi National Exhibition Centre Abu Dhabi UAE</td>
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<tr>
<td>12th – 14th</td>
<td>INDIA</td>
<td>Drink Technology India</td>
<td>Pragati Maidan New Delhi India</td>
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**Website:**

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